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**Dr. Mehran Hemati**

# Dental Implant- The Culture, Technology and Treatment

Life has a strange way of working out. Sometimes it puts us on the path to different and diverse experiences and sometimes on the path to what appears to be far and unrelated experiences, and eventually these unharmonized experiences collectively have a unique and long-lasting result. A result that is beautiful like a seven-shade rainbow and has a unique and whole characteristic despite the diversity.

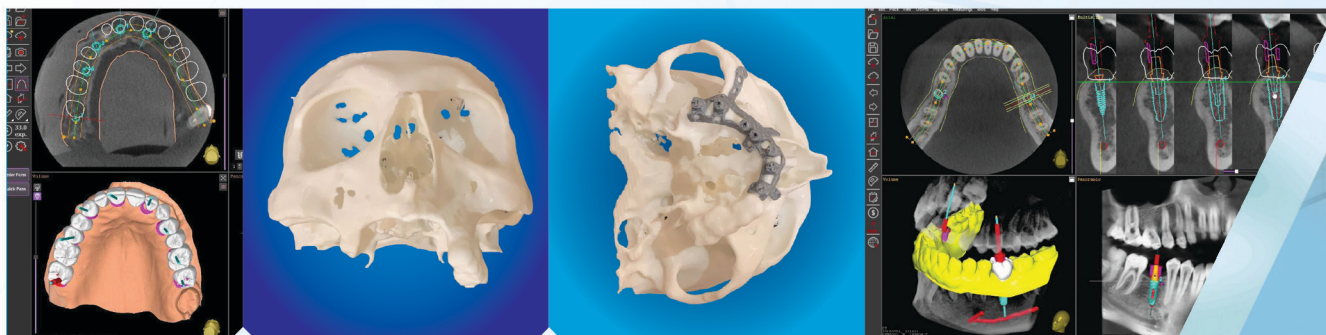
I am Dr. Mehran Hemati, a 1998 graduate of Shiraz Medical Sciences University. I remember during my study years, dental implant surgery was a new, magnificent and almost unattainable phenomenon. And what would be more attractive to a young and driven student than new and out of reach phenomena?

My obsession with this new medical innovation led me to participate in a one-year (non-continuous) program from Bern University (Switzerland), organized by the UAE Health Ministry in Dubai. This training program opened my eyes to this monumental innovation and led me to a better understanding of it, part of it was to realize the important role of Medical Engineering, Digital and Information Technologies in dental implant surgery. This realization led me to study IT with medical orientation at Amir Kabir University. But this was not enough for my curious and passionate mind. Studying in the above field and my new understanding of the subject resulted in my going back to study once again, this time in the Medical Engineering field with biomaterials orientation, spending 2009 and 2010 on education in this field. Finally, after years of studying and gaining experience in various environments, I reached a practical and vocational

multi-disciplinary view that enabled me to conduct effective implant surgery. This multi-disciplinary approach, without a doubt, allowed for more precision, quality and easier interaction with patients, and hands-on experience in this field added to my abilities in the mentioned three fields. Implementing the multi-disciplinary view resulted in my development of a new and different approach. In traditional approaches in dental implant, first the gum tissue is detached from the bone and then the surgeon, considering the shape and form of the bone and the location and situation of the nerve, places the implant on the appropriate place and eventually places the gum tissue back in the right place and does the stitching.

In the approach based on the multidisciplinary view, however, first the patient's jaw is scanned and then using image preceding software, the radiography image is matched on the jaw's scan. This way, the situation of the nerve and bone form is easily distinguished and the best placement for the implant is determined and controlled from all angles. A polymer device is also printed using a 3D printer as a guiding device or roadmap. When this device is placed on the patient's tooth or jaw, using the roadmap, the location for the placement of the implant in the bone is determined and the implant is placed in the predicted position.

In this approach, since the optimal location for the placement of the implant is already determined, the time to install the implant is short and there is no need for the cutting or pushing aside the gum to directly see the jaw bone, and hence less post-treatment complications and minimum side effects.



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- Implant Surgical Guide is placed on the replica and from inside the metal hole in the picture, the implant is easily installed in its place
- Polymeric Surgical Guide, printed by a 3D printer through the holes created in the polymer, the location of the implant is created inside the jaw bone

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# Dental Implant- The Culture, Technology and Treatment







Empty your mind .  
be formless .  
Shapeless , like water  
If you put water into  
It becomes the cup  
You put water into a  
and it becomes the  
You put it in a teapot  
It becomes the teapot  
Now , water can flow  
It can crash .

李小  
uce Lee

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## On the Cover



The cover for the 6th issue of Trends is dedicated to the World Cup 2022, the first football world cup to ever be held in the Middle East. With a whopping \$220 billion bill, it is also the most expensive sporting event in history! Iran's games against the US and England, perhaps the most politically charged matches in the tournament, are among the most anticipated ones, expected to attract big crowds. Does Iran have any chance to go to make it to the next round? Who do you think will take the cup home this year? We will have a number of engaging articles covering Qatar 2022 games.



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# Editor-in-Chief & Chairman



## MESSAGE



### Welcome to the 6th Issue of Trends!

Iran witnessed one of the most violent and the longest-lasting demonstrations since the inception of the Islamic Republic. Led mainly by young women and students, the protestors, angered by the death of Mahsa Amini in the custody of the country's morality police, called for justice and changes to the Hijab laws. Dozens of people (protestors and students as well as security forces) have reportedly been killed during violent demonstrations in various parts of the country. As a result of the mass protests, Internet was restricted and many popular social media platforms, most notably Instagram and WhatsApp were blocked, severely impacting online businesses. For some 400,000 Instagram entrepreneurs, business came to a complete halt for several weeks and many businesses that relied on WhatsApp for communication and file-sharing had to resort back to e-mail, landline calls or even fax!

There is no doubt that changes are needed in the way the Hijab (and similar social) laws are defined and implemented in Iran. Harsh social conditions imposed on the youth, who are already under tremendous economic pressure and without promising future prospects, can only fuel further tensions that can lead to more violent social unrest and be detrimental to Iran's already fragile economy. One can only hope that lessons are learned from this rather sad and ugly episode in Iran's modern history and that long-lasting calm and stability can prevail.

On the JCPOA front, the above-mentioned unrest made the resumption of negotiations impossible, and, so far, no light is seen at the end of the tunnel for any kind of resolution to the deadlock on Iran's nuclear program. The resumption of calm in the streets of Tehran and a post mid-term election US, however, may

make the restart of the talks possible in the 2nd half of November. While many believe that the JCPOA is dead for good, the bleak alternative for all parties makes the deal the only viable peaceful solution to the standoff between Iran and the West.

In this edition of Trends, we cover a variety of interesting topics from the upcoming Qatar Work Cup, the first of such tournament in our region, with Iran playing some of the most politically-charged games against the US and England, to a comprehensive special coverage of Brazil's 200-year anniversary of its independence from Portugal. The latter includes exclusive interviews with both the Brazilian Ambassador in Tehran and the Iranian Ambassador in Brazil as well the Portuguese Ambassador in Iran. We also get a glimpse of Dubai's ever hot and booming property market from a UAE-born, Iranian female real estate executive. As for the Lifestyle section of the magazine, we have exclusive interviews with Mo Ali Bayat, an Iranian-born fighter who is gaining prominence in Dubai and Shaghayegh Farahani, a prominent female actor, writer and movie producer. We also take you to a tour of Canada through the lens of a German tourist, get some interesting insight into mountain meteorology and weather forecast including do's and don'ts when hiking in harsh conditions, and discuss Iranian art with a number of prominent local artists, musicians and art patrons. Finally, we analyze the latest in bridal fashion and trends in our fashion section.

Enjoy...

**Amir Cyrus Razzaghi**  
Editor in Chief

**Aram Razzaghi**  
Chairman

# Trends

# Iran's Economic Outlook

By: Farid Atighehchi

In Tehran, neither the movements in the market nor the prevailing mindset projects a full-fledged JCPOA revival before the next US administration. If history is any lesson, as in the 1979 hostage crisis out of fear of another US-lead coup or the US reneging on a backdoor prisoner swap agreement in the 1990s', the Iranian state would prefer to linger over negotiating a new compromise. All the while, Western analysts fail to mention that, even though a nearing sunset clause may not be ideal for them, any economic impact out of a deal for Iran takes even longer to implement, let alone see the results.

Movements in the market echo this sentiment. While prior to the original JCPOA the market was buzzing with preliminary negotiations about trade with the West, talks now have not been but with the Russians and other opaque or small economies mostly to the East. Since this issue of Trends has a focus on Latin America, in this chapter of Iran Economic Outlook we also briefly touch upon the opportunities of trade there, taking a broad view of few industries in better shape to engage in exports. However, before that, we note some economic developments.



Majid Hariri, head of Iran-China Chamber of Commerce, argues the state's new position against the private institution goes counter to laws and rationale. He identifies the date when this course started conspicuously as 2014.

## Consumer Price Inflation

Despite the government's insistence on curbing inflation and barely a year after it assumed office, some of its own officials are starting to criticise its plans as inflation-inducing, especially pointing to cash subsidies to people instead of businesses. Some officials are anticipating short of 50% year-on-year inflation by October. Observations in streets more than corroborate this projection.

## Uncertain Fate of Chambers of Commerce

The grounds are being laid by the government, as mentioned in previous notes, to turn maybe the most democratic institution, chambers of commerce, into public institutions. Even though it was already heavily influenced by state-aligned traders, their elections and administrations have not been directed by the state. However, the state continues to undermine this institution in two ways: it is restructuring its own relationship with the chambers, and is intervening in its democratic mechanics. We could expect that the chambers of commerce will soon be assimilated into the state, even if not the government, and will explicitly and directly represent the interests of the parastatal and the central government rather than individual businessmen and their professions, although its representatives prefer to be called "private."

Among other things, we will not hear again, for example, the Iran Chamber of Commerce question the economic feasibility of an agreement with Russia to swap gas from Azerbaijan.

## The 7th Development Plan

The five-year development plan comes into effect in 2023. It targets an average annual growth rate of 8% and is about technology, efficiency and paying for the government from taxes. While the details are yet to be announced by the government, the publicised outline fits the pattern of developments and policies we already see in the works.

## Demographic Shifts

Brain drain has long been disconcerting in Iran. However, it has reached disturbing levels recently. Notable among the migrators are engineers in the government or the parastatal firms, and physicians. Their reasons, and many others', range from government's shrinking bonus packages to dividing social policies that put people against each other in violent



Gholamreza Nuri, MP, suggests the government will keep its hands off chambers of commerce. While the parliament's own Research Centre advises that transforming the institutions to public entities defies their purpose and legal definition, the MP's voice seems to get lost under the roar from his peers and the state.

ways, which also disrupt everyday business operations and raise the risk of civil unrest, itself a key factor in foreign direct investment decisions. Those who remain are the patriarch of the political elite and rentier business owners who can already afford long holidays and living in advanced economies, lower-middle and lower-class citizens who may opt for the resulting vacancies, and a growing army of political soldiers who swamp every profession, heavily subsidised and tasked with producing offspring.

This demographic change will have certain consequences for the economy. While Iranians are not technologically advanced enough to manage complex production efficiently at a large scale of commercialisation, the existing levels of manufacturing, service, and maintenance, still largely rely on the technical knowledge of workers. The demography of production, thus we could expect, may turn to favour assembly of less complex components, or simply end in steep efficiency decline. It may also mean that producers would struggle to maintain competitiveness against imports, let alone in the exports market. This could work for traditional businesses of trade and mercantile networks who have assets in production as well and could switch back to imports readily. If that is the case, then we will see, in a year or two, the competitiveness scores collated by the government, UN and other observing bodies would reflect such effect.

The impact of this change on international trade, such as receiving outsourcing deals, would be limited though, as existing issues with manufacturing efficiency and cross border investment flows are prohibitive.

The demographic shift would also mean different tastes and purchase behaviour emerging as dominant. The ordinary lower middle and lower class are focused on a basket of goods of essentials, the growing subsidised army have politically motivated culturally peculiar purchasing behaviour, and the affluent may be a somewhat negligible segment in most product categories. This would call for repackaging value offerings.

The anaemic demographic composition would fail exports but not completely. There would be product sub-segments and companies, even if in smaller numbers, that can maintain some competitiveness. There isn't only one way that these companies are able to stay ahead of their economy. Among them are established business owners, either politically favoured or in greyer markets, that are innovative with their business models.



Foruzan Abdollahi, Chairwoman of Engineering and Construction Companies Association in Oil and Power Industries, warns Iranian OGP is losing its skilled labor in a rate that is crippling EPC work.

For example, adopting an ecosystem-based model is helping some to redistribute their production across borders and rebuild their advantage around their technical experience. Others are repositioning their products for an environment that no longer offers the same level of sustenance for the same activities.

### Industry: Electronics and Optics

Since the US sanctions returned, imports of home appliances have been stopped to save cash. On the other hand, the government also curbed price rises as the products are a large part of the consumer basket, along with housing which the government does not effectively regulate.

As the East Asian and European brand names that middle class households were used to were no longer available, manufacturers and imports-converts flourished. Home appliances, with trade association alone accommodating about 250 companies, suddenly jumped in production in 2020. That habit of buying quality for home application is why all the new Iranian identity designs somehow resemble original brands such as LG and Siemens and even, weirdly, since there is no brand awareness in Iran, Dupont.

The same story has been happening with medical equipment. A market that previously largely relied on imports, is now a manufacturing industry. Medical equipment players have

long been among the most disciplined and most private. This is one of the few subsectors that has survived the recent economic shocks with relative ease. In the vast array of highly technical products that make up this market, there are still many, namely more than half of all types, that are not produced locally. For those that are though, the results have been successful, and manufacturers feel confident they can export as well. Exports here have been around 24 million USD, at their highest, which is quite an underachievement, given that the manufacturing capacity is currently beyond that.

### Industry: Electrical Products

For long, the steel industry and other extractive metallurgy operations have been Iran's pride or rather prejudice. Here furnaces are big and take the spotlight. Along come electrical transformers as one of many key components that keep them burning. As US sanctions intensified after Trump, the Iranian steel industry had to resort to procuring the transformers that used to be imported from Europe, especially Italy, through domestic production. For that to happen, local manufacturers had to transfer, buy the license, or reengineer the technology needed for the application. And the results are being applied.

Transformers are among simpler components that rely on quality of design and manufacturing rather than a complex design of smaller components. With a huge source of copper and other minerals at hand, production in Iran is competitive. The same is true with electrical cables or many products that are used in the delivery and transformation of electricity. This is a category concentrated in Zanjan Province, which sells close to a third of all electrical cables, and Tehran, hosting the dominant, parastatal IranTransfo.

Nevertheless, their failure to reach an international market before local economic problems caught up, means plants not connected to the government to receive better orders or bailed out by their banking shareholders are working way below efficient capacities. Per trade association officials for example, electrical cables are being manufactured at 30% capacity. Other parts of the industry, such as lighting, may not be doing well, struggling with sanctions and poor performance of their suppliers and regulators. However, for the copper-based simpler components such as transformers and cables, there is much room for growth and exports. Electrical motors, such as AC motors, seem to be experiencing a more dramatic story but they too are among those that, at least in volume, can support exports.

### Industry: Base Metals

Production of base metals in Iran is relatively more developed than other industries and for good reason. Not only does it serve strategic industries, but the country's geography supports its growth. Iran, for example, is among the top ten in discovered copper reserves globally, among countries like Russia and Chile.

This industry is tangled in regulations and politics as it supplies the key industries of steel production, car manufacturing and construction. It is also sensitive to energy prices, where electricity production has been problematic recently and energy subsidies are gradually being phased out. Still, its place in the strategic value chains usually translates into

# Iran's Economic Outlook

technological competency and large capacities that can readily service export orders.

Basically, a parastatal industry at its upstream, production is streamlined, but delivery may be tricky where managers are concerned with interest group politics and fleeting agendas, rather than individual business success. To the downstream, companies tend to be somewhat more private, and those which are not owned by parastatal entities and the political elite are subsequently easier to negotiate with and rely on in business terms. But then, regulations and policies tend to support larger, state-owned companies, which puts private firms in precarious positions.

There are times when exports may be more attractive to the industry, as in recent months when demand from major domestic buyers has waned but production is at capacity. This is an opportunistic view and is not reasonably predictable as all these factors, including ad hoc regulations such as a recent government ban on the exports of lead, make matters complicated.

## Industry: Textile and Fabrics

Textile production in Iran has relatively low cash-flow problems and is, at the moment, well-supplied in its input material. However, this is a broad statement as it is a very fragmented market. Small producers are not positioned or networked to be able to export on their own. Larger producers, however, can handle larger orders. For many reasons, including an estimated 3% share of non-oil production's contribution to GDP and 8% share of jobs in the country, many textile manufacturers have been owned by the state or the parastatal. This segment of the market relies heavily on preferential foreign exchange rates rather than business knowledge or competence. Consequently, they go on the brink of bankruptcy every time the government's exchange rate policies interrupt this rent, and then they are bailed out. The industry has been shrinking over the years; the figures quoted above used to be 4% and 10% about a decade ago, but this is not an isolated event and has been along other industries failing to survive the harsh economic conditions. The affairs of the rentier group of companies here are too volatile for them to service international orders reliably, but private firms are numerous and offer a wide range of products.

The industry suffers from outdated machinery. More than two thirds of all companies rely on equipment that is on average 30 years old and lags behind other industries in technology and yet, it supports 4% of the country's total non-oil exports. Where Iranians have an edge though, is in polyester fibres and its products. Of all the demand for cotton, about half is imported but the petrochemical industry offers affordable polyester of competitive quality. However, exports have been underappreciated and not much work has been put into it. Iraq, India, Turkey, and Afghanistan are among the top destinations for different sub-segments of fibre and filaments. Woven and nonwoven fabrics have also long been an exporting sector, though they are struggling with new regulations regarding their input procurement. In the floorcovering segment, the industrial production is annually about 94 to 127 million square meters, where again Iraq and Afghanistan receive most shipments. This focus on bordering countries does not make sense for textiles and is out of ease,

with the export seemingly coming from unsolicited orders by visiting traders in the neighbourhood rather than active foreign market entry efforts by Iranians. Looking at all sub-categories, Isfahan stands out as the centre of the Iranian textile industry.

## Industry: Paper

Paper producers have relatively lower cash-flow problems, and their input supply has been somewhat stable. They are also companies of a sweet size; neither too large to fall into political infightings over oligopolies nor too small for active international trade. The Iranian paper producers' syndicate alone is about a hundred members strong.

In the past few years, production has been on the rise and many of the input materials, such as dyes, that used to be imported, are also now produced domestically in sufficient volumes to meet local production needs.

The entire industry is about 5.5 million tonnes. However, it suffers from old technology. In tissue paper, businesses mostly cut, and package imported sheets. In printing and copier paper, Iranians produce straw papers and only enough to meet half the domestic demand. Many large producers in Iran manufacture liner and floating papers, about half of all the paper production. Hence, it is in cardboards that this industry may be able to serve growing orders.

## A Hispanic Story

Despite the recent obsession of American political organisations, the Iranian outreach to Latin America is extremely limited. In fact, there are more Iranians living in Finland than in the entire South America. However, there are opportunities for trade here for those who are willing to take them.



Venezuela president Nicolas Maduro has visited an Iranian exhibition in the capital Caracas which showcases the Iranian knowledge-based companies' products as well as the giant Iranian automaker Saipa group.

During different Iranian administrations, the governments' approach to facilitate trade has barely gone beyond the superficial, mostly focusing on diplomatic incidents such as those exemplified in the 2013 Argentina-Iran joint investigation into the AMIA terrorist attack, Iran's petrochemical investments in Venezuela, and the recent seizure of the Venezuelan-flagged Boeing in Argentina. In the absence of successful government delegations in the continent, the burden has been on the private sector to solve any issues and stay competitive. This has made imports much easier.



Major mining businesses gather in the 4th Non-ferrous Industries' Outlook Conference in March this year. Topics ranged from investments in small and medium mines to positioning in the global market after JCPOA revival.

Here however, we looked into how a select group of South American markets score in terms of opportunities of exports from Iran. A multitude of factors were adopted, ranging from coinciding votes in the UN general assembly to liner shipping routes and transportation costs to anticipate where Iranian products would be more successful. Brazil tops the chart, and this is not surprising, given that it has long been a key business partner of Iran in the area.

We also investigated which Iranian industries are better positioned to export to South America. From among a dozen in better shape to engage in exports, textiles, base metals, electrical products, paper, and electronics are especially expected to do better.

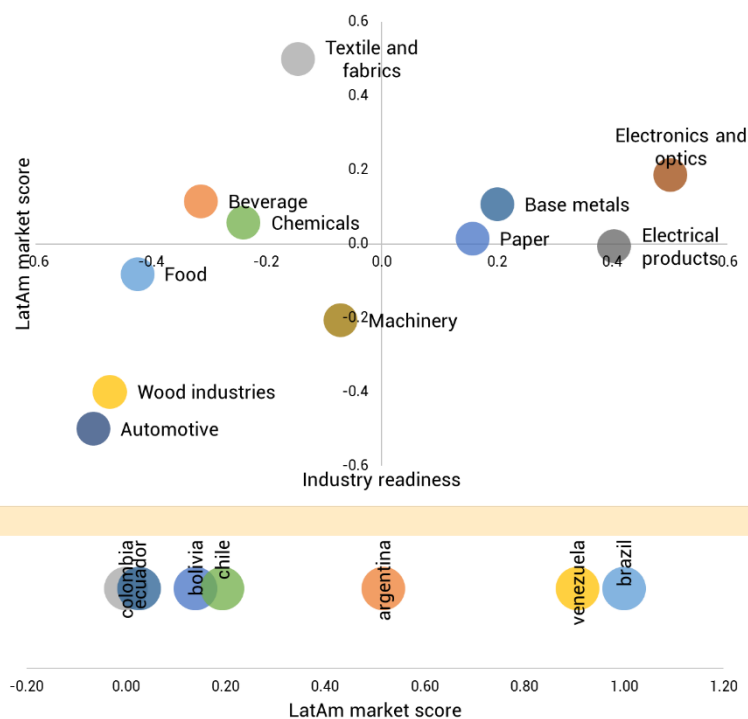
We also see that the recent inauguration of car manufacturing plants in Venezuela by Iran, for example, seems political in that it is big, governmental and provides optics but is probably not economically feasible. And, as another example, while Iranian paper is relatively competitive, Brazil is a top

exporter in the world. These examples show there are nuances in reading the chart and subcategory products need to be investigated individually for thorough planning.

Iranian chambers of commerce and government have recently held many meetings with their South American counterparts and companies to further explore the possibilities. There are other venues as well, such as trade fairs and conferences. And of course, at the end, nothing works better than a direct call and a visit with a possible partner. To say that trade between South America and the Middle Eastern medium-weight is a missed opportunity is a gross understatement. Businesses could take advantage of the gaps if they joined in the conversation.

### LatAm Market Score

Figure 1 Position of select Iranian industries for exports to Latin America. Own study. Combining 4 measures for industry readiness, including those indicative of cash-flow problems and market fragmentation, while market score is made up of 20 measurements across 7 markets, 35 HS codes and economic, political and business categories. This is based on a coarse view of both the industries and the markets and should vary in sub-segments.



# 200 Years of Brazilian Independence



H.E. Ambassador Laudemar Gonçalves de Aguiar Neto

Laudemar Gonçalves de Aguiar Neto, born in 1960, has been a diplomat since 1982. In Brasília, he worked in the Trade Promotion Division, the Department of Development Policies, the Department of International Organizations, and the General Undersecretariat for Multilateral Affairs. He was also National Secretary of the National Organizing Committee of the United Nations Conference on Sustainable Development (Rio+20) and International Advisor to the Mayor of Rio de Janeiro, from 2013 to 2016. Abroad, he served at Brazilian Embassies in the then Soviet Union, Spain, France (on two occasions), Uruguay, the United Kingdom, and Ghana. From November 2017 to February 2021, he was Ambassador to Suriname. He has been Ambassador to Tehran since 28 February 2021.

Thank you so much for giving Trends this exclusive interview despite your busy schedule, we are very grateful.

**On the occasion of the 200th year anniversary of Brazil's independence from Portugal, please tell our readers about Brazil, its history, people, art, culture and economy, as well as its amazing nature and touristic attractions.**



Declaration of Brazil's independence by Prince Pedro, regent on 7 September 1822. His Guard of Honor greets him in support while some discard blue and white armbands that represented loyalty to Portugal. Painting Independence or Death by Pedro Américo

In these 200 years of independence, we have managed to develop our economy, initially focusing on commodities such as rubber and coffee. In the 1930's, we began to diversify and industrialize to the point where we were the 6th or 7th economy in the world by the early 2000's, and we are currently among the top 10 large economies.

We, like Iran, have wonderful diversity in terms of nature and natural resources. We host 80% of the Amazon region, while the remaining parts are contained in our neighboring countries to the north of the continent. We have wonderful beaches, but no snow, like you do in Iran.

We are a country of immigration, proud of our population diversity and tolerant of all religions. We have not only the original Brazilian people, but also people from all around the world. The majority of Brazilians are Christians, but we also have Muslims, Hindus and Jewish people.

Having established the Republic in 1889, we started to develop our political system. This year we are holding presidential, legislative, and gubernatorial elections.

We may either have our president reelected or have a new president. Since 1989 and re-democratization in Brazil, we have had subsequent presidents and 2 impeachments without political turmoil. It's of course, not simple to have a president impeached but it happened, and things went on. In 1992, the vice president took office, and again in 2016, Temer replaced Dilma Rousseff. Now there are 2 front-runners, and people will accept whoever wins, despite some

radicalizations seen not only in Brazil but all over the world, especially in democratic countries. There is more polarization in political terms, but in the end, democracy will prevail. Our institutions are strong, giving us many reasons to celebrate what we have achieved. We of course, have several problems and pressing issues to resolve.

While inequality in Brazil is very high, it has decreased over the years, and our economy is growing since Covid-19. However, we have better days ahead of us regarding social economic prospects.

**What is the significance of the Independence Day for Brazil and Brazilians?**

**What were the key events and milestones that led to the independence movement in early 1800's, which eventually resulted in the declaration of the Republic? How is it celebrated in Brazil and around the world by Brazilian expats?**

Although we also celebrate the Republic Day, the Independence Day, which is our national day, is the most important occasion for historical reasons. Brazil's Independence from Portugal is unique in that it is unlike what happened in the other countries that fought for independence, especially speaking in Latin America. In Brazil, we did not have a revolution or fights, but it was the son of the King of Portugal who refused to return to Portugal and declared independence. Interestingly enough, after he left Brazil for Portugal due to political positions, he fought his brother and became the king of Portugal. So, Peter I, Emperor of Brazil, became Peter IV, King of Portugal.

While there were revolutions during the imperial phase, the army and the government managed to keep the integrity of Brazil, aided by the patron of our diplomacy, Baron of Rio Branco, who was a minister at the beginning of the Republic, from 1902 to 1912. We expanded our territory by winning several territorial disputes. Brazil, therefore, is one of the few countries in the world, that has no border issues with 10 countries. This is unique in the South American history of colonization by Spain and Portugal.

On this day, there is usually a military parade with the presence of the president and other authorities. Foreign, especially Portuguese, authorities are sometimes invited to join as well to show that despite our independence,



Sao Paulo Guarulhos (GRU)

relations between Brazil and Portugal have always been respectful. This year, for instance, we have the real heart of the former Emperor Don Peter, whose wish was to have his heart in a cathedral in the city of Porto, north of Portugal. It was brought to Brazil by the Mayor of Porto and displayed for several days until September 7th. We already have the body of Peter I in the Imperial Museum, moved to Brazil for the celebration of 150 years of independence. The president of Portugal came to Brazil for the Independence Day, demonstrating the good relationship we have with Portugal. We celebrated the day in our embassies and consulates all around the world. This year in Iran, it should have been on September 7th, but out of respect for Muslim traditions and the religious month of Safar, during which you cannot have music and happy celebrations, I decided to postpone it until the Republic Day on November 15th. We only had something very Brazilian, a barbecue for the embassy staff and members of the Brazilian community, and something smaller just for Brazilians. As special guests, the Ambassador

of Portugal, his wife, and diplomats from the Embassy of Portugal were present in our barbecue. When we officially celebrate our national day on November 15th, the Ambassador of Portugal will be the main guest, apart from authorities from Iran who will also be present. The way we celebrate every year, without anger and in peaceful, joyful events together with Portugal, manifests how different it is from other countries' independence.

**Brazil managed to eventually turn the darkest heritage of colonialism, namely slavery, into an advantage, creating a multi-racial and inclusive society. However, we know that racial discrimination exists everywhere in world, including in Brazil. Please tell us about your thoughts on this subject and how the Brazilian government and civil institutions are fighting racism.**

Firstly, you are right. There is still racism in Brazil, which is rooted in slavery. Human beings were forced to leave Africa and become slaves in the Americas. We received around 40% of all slaved people in Brazil, which is an unfortunate fact we should always remember so that it is not repeated. The abolition of slavery was a major factor in the fall of monarchy since our economy had been based on farms and agriproducts, which in turn depended on the slave labor force. But, even after slavery was abolished and during the



Port of Salvador, Bahia, Brazil

republic, there were no political or official policies to integrate those who had gained their freedom and properly include them in society, educate them or grant them possibilities to have jobs or initiatives.

Although 54% of the population is accounted for by African origin or mixed-race Brazilians, they are not properly represented in any part of the government. While there are very few exceptions of black people who have become generals, ambassadors, or entrepreneurs, they are mostly involved in sports, arts, and the entertainment industry, just like in the United States. In the United States, Barack Obama was elected as the first black president, but in Brazil the number of people who have been able to achieve this status even in the Parliament is extremely limited. Women are also underrepresented in Parliament and other parts of the government.

The inequality between people of black and white origins is still a reality today, but we have attempted to mitigate the problem in the last 30 years since re-democratization

# 200 Years of Brazilian Independence

by introducing several affirmative action policies to include people. This, let's say, heritage needs to be addressed very firmly and urgently, and we have the will to do it.

**If you were to summarize the state of affairs between Iran and Brazil, in terms of political relations as well as trade activities, how would you describe it?**

We have excellent relations marked by the celebration of 120 years of diplomatic ties next year. Despite government changes in both countries since signing the first agreement in 1903, we have always kept a pragmatic, respectful, and mutually advantageous relationship, which has never been undermined by ideological or political differences. Over the last 15 years, trade has increased significantly, especially after visits in Brazil between President Ahmadinejad and President Lula (Luiz Inácio Lula da Silva). Brazil and Turkey played an essential role in attempts to reach a nuclear agreement, which unfortunately did not happen until five



years later. Today, we have very good trade with Iran, which is, of course, not easy due to the unfair unilateral sanctions that make it hard for Iran to trade with its partners.

As I always say, while Brazil accepts sanctions imposed by the UN, we are against unilateral sanctions against Iran, or any other country, as they only hurt people and make trade and relations more expensive, more difficult, and lengthier. There is fear of harm if countries trade with Iran, which sometimes leads to over-compliance, but in the end, people manage to do business despite the sanctions.

**What is the trade volume between Iran and Brazil today? What products and services are still being exchanged, if any? do you see any major emerging trends? Are there any business delegations visiting either side any time soon? If so, in what sector(s) and when? Are there any major cultural/artistic activities between the two countries planned for 2022?**

There are different numbers on the table. The official balance from the Brazilian side is lower than that from the Iranian side, but we must consider indirect trade, which is significant due to sanctions. Despite official statistics, Iran reports values above \$4 billion, while figures for Brazil stand at around \$2.2-2.5 billion. This does not include all our indirect trade via countries such as Turkey, Oman, and Emirates, making measurements difficult.

Trades have seen an increase in volume, maybe not as much as the value in dollars, with imports of urea from Iran and our agriproducts specially corn, soy, sugar, beef and poultry to Iran. Iran has been and will be the main destination of our agriproducts in the region, East Asia, and Middle East because bilateral trade relations are in the interest of both countries. Trade will increase sharply in terms of value because of the rise in prices of food products and finished products. Urea prices go higher and so do corn prices, especially due to the Ukraine crisis and the general rise in world prices of commodities.

Over the first 8 months of this year, figures for our trade with Iran almost doubled compared to the same period last year, rising from around \$1.4 billion to \$3 billion, which is 95% in favor of Brazil. We are aware of the imbalance, and we should import more from Iran. Whenever I meet businessmen, I ask them to do business with Brazil, but you must do your part and make yourselves more visible.



You must be present, go to Brazil and participate in fairs and exhibitions, just like Brazilian businessmen are doing here. They were in IranPlast in February and in Iran Agrifood last year, this year, and will be present next year.

More than 30 businessmen from our industry accompanied the Minister of Agriculture to Iran. If you are not present to promote your product and company, the consumer will choose a brand that they know over the Iranian one. This is also true for importers. They should know about the quality of Iranian products. In these one and a half years I have visited different cities and several companies from the food industry to mining, and I can confirm the quality of Iranian products. We can help at the embassy by creating contact between producers and buyers, but the rest is on you to go to Brazil and introduce the quality of your products.

I have had talks with your very active ambassador in Brazil, Mr. Hossein Gharibi, about preparations for the celebration, deciding to include cultural events while highlighting trade, economy, and the bilateral exchange between our countries. After 6 years of negotiations, our plans have already been approved by both governments. We are still deciding if the joint economic and trade commission that is going to be held next year, probably in the second quarter, will be in Brazil or Iran, but we hope it will attract businessmen from both countries.

I should also add that the revival of the JCPOA can create

numerous new business opportunities and possibilities between our countries and industries. An example is when unilateral sanctions forced us to halt talks with Iran over the purchase of Embraer planes. We hope that the revival of the agreement can facilitate this, and other areas hindered by the sanctions and over-compliance. But even if they do not return to the JCPOA, we will continue to trade with Iran and try our best to increase and diversify our trade as we have done so far. As I always tell our Iranian counterparts, we have never turned our back to Iran in rough times, and authorities and businessmen acknowledge and appreciate this. Having political support and confirming that support from both governments is significant in any trade exchange.

Unfortunately, there are no cultural activities and delegations now, but we hope that we will be able to make arrangements for forthcoming celebrations. We have some things in mind from classical music to visual arts and sports, but we yet have to see if we will have the financial means and the possibility



to arrange those. It is worth mentioning that we have some football players here. I think the main name now is Raphael da Silva Arruda in Esteghlal, but we also have some coaches working in Esteghlal, Persepolis and Abadan. I believe that like this sport and football link between our countries, the trend will never stop.

**Brazil is very advanced in several sectors including agri-food, energy (including biofuel), aviation, pharmaceutical, automotive and much more. Is there a realistic chance for Iran and Brazil to cooperate in any such areas regardless of the fate of the nuclear negotiations? Will large Brazilian companies do business with Iran even if the JCPOA is not revived?**

I don't see any problems in companies and businesses dealing with what they call the humanitarian areas like food and healthcare. Trade relations with Iran, including joint ventures, will continue and even expand.

Regarding other sectors, it will largely depend on the relations that companies and businesses have with the US, and the penalties for breach of sanctions. As I mentioned, fear of retaliation by the US may be so intense that they wouldn't even think of trading with Iran, as has happened in different areas in Brazil, Europe, and Asia. However, what I have seen since I arrived here is that some businesses find creative ways to dodge sanctions and increase or diversify trade.

With time, more Brazilians will see how unfair and futile those sanctions are and seeing the increasing number of countries trading with Iran, Brazilians will follow. I have seen equipment from European and Asian countries in Iran, despite the sanctions.

There are, therefore, ways, and in international trade interested players will do whatever it takes to find ways to trade with Iran or any other country. What I think is important to note here is that, due to governments' different positions, the interests of businesses from different countries do not always match. The most important thing is to further national interests, as does Brazil. As global traders, we try to defend our own national interests regardless of other countries' positions, and we remain independent this way. Our large businesses will accordingly consider the advantages and disadvantages of trading with Iran or any other country. As I said, the volume of trade with Iran is increasing and, in some ways, diversified, and I don't see why this trend wouldn't continue in future.



**What do you see as the biggest hurdles on the way of doing business between the two countries (US sanctions, lack of information among traders on both sides etc.)? What do you see as the opportunities and challenges for Iran in 2022 and beyond (economically, geopolitically, internationally...)?**

As I said, the million-dollar question is whether the revival of JCPOA will happen. There were moments last year, when everybody was confident, but nothing happened. This was followed by talks in March this year and again, a few weeks ago, but it still didn't materialize. It seems to me that whenever they are close to a deal, something compromises the agreement, and there are always excuses and explanations from both sides.

Trade between Iran and Brazil has almost never been and will never be balanced, but to increase exports we must import more from Iran. That is the basis of any trade relationship, and we are confident that it will be achieved and will reach other areas, such as technical cooperation, technological and scientific cooperations and cultural exchange. To do this, we must know each other more. Brazil and Iran know very little about each other. You are familiar with our sports, beaches, and the Amazon. The first sentence I heard here was "Abadan Brazilete", which means "Abadan is your Brazil". I'm going to Abadan for the World Cup to watch a Brazilian and if possible, an Iranian match. But this is the extent of Iranians'

# 200 Years of Brazilian Independence

knowledge of Brazil and the same is true for Brazilians. There have been documentaries focusing on Iran, but still people sometimes confuse Iran and Iraq, thinking the country is covered by deserts, and people ride on camels wearing burqas. It couldn't be further from the truth.

Apart from the lack of knowledge, there is also western propaganda against Iran that focuses only on politics, leaving out the realities and diversities of Iran. This calls for measures to improve bilateral tourism, which is of course complicated by sanctions. For instance, there are no direct flights between Brazil and Iran. Yet, we still have companies that run flights between Iran and Brazil via third countries. And I know that Brazil is far away, but it is not further than the US, Canada, New Zealand, and Australia, meaning the same trade and touristic relations can happen with Brazil. Regarding trade, we have had the Iran-Brazil joint Chamber of Commerce here since 2017, which started an office in Sao Paulo last November. This creates a direct link between Iranian businesses and those in Brazil. A few years ago, when President Lula was here, he distributed a booklet in Farsi on how to export to Brazil, which is a book we update from time to time in several different languages. I hope we will be able to have it updated and distributed here for the 120th year celebrations next year. The book is also accessible online now because we don't only rely on printed books.

What you have achieved over the years despite all sanctions and limitations is stunning. Of course, like us, you have problems, and we might not agree on everything, but diplomacy is the art of finding common ground and trying to work on what unites us and what we disagree on. We may address disagreements and have discussions and seminars on specific topics in international organizations, but on the bilateral level, we have to find what we can develop together and explore ways of increasing and diversifying our relationship, which is my main goal here.

**Speaking about the JCPOA, how do you feel about the ongoing talks? In your opinion, can it make Iran a possible trade and investment destination for Brazilian companies at some point?**

**Can we expect further improvement of relations between Iran and Brazil in the foreseeable future, given the existing challenges including the geopolitical climate, hostility with the US etc.?**

Regarding the talks, I must agree with Iran on two things. Firstly, the one who withdrew from the deal was the United States, so the US has the responsibility to go back to the process. Iran waited for a year to see what would happen and how Europeans would react to the unilateral decisions made by the US. However, INSTEX failed, which made Iran respond to what the Trump administration did. Secondly, given the possibility of Trump or the republicans regaining power in the United States, it is hard to predict what will happen if republicans take control of the Senate and the House of Representatives in the mid-term elections. Given the fact that US pulled out from the agreement, even if an agreement is signed soon, what advantages will it bring Iran without a minimum guarantee of continuity in case of a change in the government? I don't know the technicalities of the negotiations beyond what is released to the press, but I just hope for an agreement because, like in 2015, it could be

beneficial for all parties and increase business opportunities. If the main objective of the E3 and the US is to make sure that Iran has a peaceful nuclear program, and if Iran complies with it and it can be verified why not reach an agreement? The terms of the agreement, and reactions of companies in other countries will determine how Brazilian businesses would act. I think at the beginning there will be much more trade than real investments, but Iran should be recognized as the most stable country in the region, with a population of around 85 million people, making it a huge market.

**Brazil has a legendary national Football team. How do you assess the upcoming World Cup in Qatar? Any predictions for Brazil and/or Iran? Will you be attending any of the matches?**



Regarding the World Cup, I think apart from 1970, when Brazil was everyone's favorite, our team has only won when the odds were against it. For instance, in 1982 we had a dream team and expected to win and be world champions again after 12 years, but we lost to Italy. That was a mourning day in Brazil, and we all cried in streets. Then in 1994, when nobody expected it, we won in penalties. It was our revenge! In 1998, everybody thought Brazil would win but France beat us while in 2002, we won without a very good team against great teams like the Netherlands.

In 2014, Brazil hosted the World Cup, giving us a good chance of winning, and you know what happened? The worst match ever against Germany, where we lost 7-1. We have a good team today, but I don't know if we are the best, and in the World Cup anything can happen. I just hope that we can have good results and I also wish Iran success. Carlos Queiroz, a wonderful Portuguese coach, came back and I think you'll do a great job with your good players, and if we meet at the finals, who knows? In the World Cup, anything can happen!

**How has your personal experience in Iran been so far? Have you had the chance to visit other cities? Do you see any similarities between Iran and Brazil? What are some of the things that you like and dislike about Iran?**

Well, I should say that I'm positively impressed with what I have seen in Iran in a little more than one and a half years. Being a diplomat in contact with the diplomatic world, I have seen a new reality of Iran, different from most western propaganda against the country. Even after researching and learning about Iran prior to coming here, I can say that it is much better than I thought.

Like Brazil, you have such great natural diversity. I have traveled a bit around Iran, though not as much as I wanted to because of Covid-19, but now that I can, I am trying to visit more cities. The first city to mention is Isfahan, which I have seen six times. This week, I'm going there again, and Kashan, which is a surprise jewel on the way to Isfahan. I've been to Arak, Chalus, the Caspian Sea, Bandar Abbas, Qeshm, Hormoz Island, Shiraz and Persepolis (twice), and



Yazd. I also went to Qom just last week to meet Brazilian students who are studying Islam there. I'm planning to visit Mashhad in October and Abadan in November, and I also have Tabriz and Hamedan on my schedule.

So, the idea is to travel and learn about the country as much as I can, not just as a tourist. My trips to Isfahan have mostly been as a tourist because every guest that I have, and I have had at least one guest every month since April, wants to go to Isfahan, and with good reason. Naqshe Jahan is the most beautiful square in the world, together with the Red Square. I've also been astonished in Shiraz, Yazd, and other places that I've been to.

I don't like skiing, but I would love to go up to Tochal ski station just to have my chocolate, as I have before, and then come back to catch a plane and go to Qeshm or Kish and bathe in the Persian Gulf, all on the same day. Although I have done it before on different days, they say in Iran all that is possible in one day, and that is what I am planning to do. I probably cannot break the former Austrian Ambassador, Stefan's record of 23 provinces in Iran, but I hope I can manage at least half of that. He is now the Ambassador to Brazil and has already visited at least 10 states there. He is a machine! From the four months we spent together, I should say that he is a very good friend and human being.

But what impresses me most about Iran is the Iranian people. They are very welcoming and they like foreigners very much, which is another similarity to Brazil as Brazilian people are also kind and open to foreigners. I've been interacting with the diplomatic community here, which is of the highest quality from all over the world, and what they all like most about Iran is the Iranians.

While I have a very good Farsi teacher, I'm a lousy student, so no blame on her, but I hope that in a year I can build a few more Farsi sentences. However, despite my broken Farsi and the fact that I can only say Salam, Sobh bekheir, Khaste nabashid, people are happy to see you trying. From authorities, to businessmen, to artists and people in the streets, I am impressed by the way they treat me as a



Brazilian. I never tell people that I'm an ambassador when I meet them. If I'm asked about my job, I first say that I work at the Brazilian Embassy and then if they ask more questions, I have to say that I'm the Ambassador.

Usually, when you visit a country, the first and second questions that people ask are about your name and your profession. In Iran, it is your name and next whether you like Iran. They always want to know if you like Iran and if you are feeling well and happy here. When you say yes, they get delighted and want to know why. I think the one thing that people from all around the world agree on is that Iran deserves respect.

That is something in their soul, regardless of their ideology, political stance, where they come from and where they go. They feel that Iran is not being respected although it is what they need and long for. When you tell them that you like and respect Iran because of Iran itself and Iranians, people rejoice because they want people to know the different realities of Iran.

When visiting country, you don't care who the president, the king or the ruler is. You want to learn about the people, places, history, and natural diversity. I think the more open Iran is to foreigners and tourists, the more people will come to Iran and realize how great this country is.

# Iran and Brazil Celebrate 120 Years of Friendship



*HE. Ambassador Hossein Gharibi  
Iranian Ambassador to Brazil*

Hossein Gharibi, born on February 14, 1969, has been the Iranian Ambassador to Brazil since March 2020. He earned his bachelor's degree in Diplomatic Relations, and a master's degree in Diplomacy in International Organizations from the School of International Relations, followed by a Ph.D. in International Relations from Allameh Tabataba'i University.

Gharibi served as Deputy Director of the Center for Diplomatic Training in the Ministry of Foreign Affairs from 1997 to 1999, when he assumed his position as Third Secretary at the Iranian Embassy in Rome, Italy, until 2003. He then served as an expert on foreign litigations in the Legal Claims Division of the International Legal Department in the Ministry of Foreign Affairs, before being appointed head of the division in 2009.

From 2005 to 2009, Gharibi was First Secretary in the Permanent Mission of Iran to the United Nations in New York, while also acting as an Expert on Development in involvement with United Nations Specialized Agencies. He was also a member of the UNICEF Executive Board for two separate terms of 2005 to 2009, and then 2012 to 2015. During his second term in New York, Gharibi held the position of political counselor and Non-Aligned Movement (NAM) Coordinator of legal matters in the Permanent Mission of Iran to the United Nations. He was also Vice Chairman of the United Nations General Assembly Sixth Committee in 2014. From 2016 to 2018, Gharibi was an advisor to the Deputy Foreign Minister for Legal and International Affairs. Prior to his appointment as the Iranian Ambassador to Brazil in 2020, Gharibi served as Assistant to the Foreign Minister from January 2018 to March 2020.

Thank you so much for giving Trends this exclusive interview despite your busy schedule, we are very grateful.

**How would you describe current economic, political, and cultural relations between Iran and Brazil, and what is your assessment of the affairs compared to other Latin American countries?**

There are remarkable capacities in terms of political relations between the two countries. We face no challenges and enjoy close rapport, particularly with the Minister of Foreign Affairs and the other cabinet members. However, we have yet to reach our full potential with regards to high-level political ties.

Potentials for the development of cultural exchange are unlimited despite the hiatus in cultural activities during the Covid-19 outbreak, which is gradually coming to an end. We organized an exhibition of handwoven carpets in Sao Paulo, a cartoon exhibition in the University of Brasília and we are preparing to hold another exhibition in a southern city. Initial research for two large cultural events is also underway.

Trades saw a drop in 2020 before recovering the following year and are experiencing a boom this year. Our most important export is urea fertilizer, which reached a peak last year, while our main imports are soybeans, corn, and to a smaller proportion sugar and beef.

**How have Iran-Brazil relations evolved through history?**

Iran and Brazil have 120-year relations, mostly free from tension and issues, which is a solid framework for effective bilateral relations. Brazil was ruled by a military regime from the 60's to the 80's and Iran's Islamic Revolution occurred in 1979. Yet, neither event disrupted the countries' bilateral relations. However, when I first arrived in Brazil, the conditions were somehow different from what they used to be, but we managed to steer things in the right direction and emphasize mutual interests. We will soon celebrate the 120th year of our bilateral relations, which is a turning point in our partnership.



*HE. Ambassador Hossein Gharibi*



*Hossein Gharibi, Iranian Ambassador to Brazil, presented his credentials to Brazilian President Jair Bolsonaro*

### **What are the challenges and issues in Iran and Brazil trade?**

Sanctions are a major issue. Iran's trade relations with Brazil have two main areas, one of which is largely hindered by sanctions. However, the other area including food and agricultural products such as corn, soybeans, sugar, oil, livestock inputs and press cake, which account for the largest proportion of our trade, have not been hit as hard. While such commodities are normally not subject to sanctions, sanction-induced restrictions still apply under specific circumstances. To illustrate, products need to be transported after purchase is made, but sanctions that target the shipping



industry limit humanitarian trade by curtailing the mobility of goods. Sanctions on the banking sector in general, can also influence specific food and animal feed deals. This calls for effective policies for all circumstances.

Distance is viewed as an obstacle, but its effects have in fact been mitigated to a large extent. Much human interaction is now performed virtually. Before implementing a project, the parties need to interact, exchange technical data, agree on the quality and price, and discuss details. People used to travel several times for meetings before finalizing a project. There were also fewer flights available and the farther the distance was, the harder it would be. Currently the largest portion of the arrangements are done online. The other barrier is the physical dimension and the transportation of cargo. Ports connected to international waters are set apart by water bodies that stretch thousands

or tens of thousands of kilometers. However, once vessels are loaded, the duration of the journey, whether it is two or three weeks, is insignificant.

I believe that any two ports with access to international waters are in fact, neighbors. For instance, a 60-thousand-ton cargo can be easily loaded here and unloaded in Bandar Abbas whereas transporting the same cargo to a nearby country without water access is extremely difficult.

Therefore, we need to transform our view of geographical distances as the Chinese and Brazilians did. In 2000, these two countries' trade totaled 3 billion dollars and has now reached over 120 billion dollars, which is a fortyfold increase.

### **What kind of service and support does Iran's embassy in Brazil offer Iranian enterprises, traders, and investors?**

Bear in mind that embassies are not traders, businesses, or specialist agencies. Diplomatic missions are not authorized to start direct economic dealings with businesses. However, they have the following unique capacities.

Firstly, the embassy has expert knowledge and a comprehensive understanding of the host country, which must be reported back to the home country. The embassy monitors political, economic, and cultural transformations, elections, and other events, and communicates them to corresponding agencies in the country.

The other advantage of diplomatic missions is access. No matter how large a business is, it cannot easily contact the president, minister of economic affairs, president of the central bank, senators, members of parliament and state governors.

Embassies can provide the economic sector of their countries with this kind of access and use it to pursue the economic goals of the private sector and state-owned enterprises. It is worth noting that when the size of the public sector was disproportionately large, the private sector was mainly viewed as profit-seeking and undeserving of public and state support. This stance must be changed.

The government and embassies need to realize that the interests of the public are intertwined with those of the private sector and avoid alienating it. We need to work towards our national development goals. Any foreign

# Iran and Brazil Celebrate 120 Years of Friendship

representative, including embassies and consulates, needs to prioritize national interests. There have been complaints from the private sector in that regard, which are at times legitimate. However, the services that we provide are regulated by guidelines stipulating that any activity must be reported back to avoid potential problems.

The third capacity of foreign missions is their convening power. Actors and stakeholders from the public and private sectors in the host, the home or even a third country may need to come together, discuss a project, and share ideas. But creating this level of collaboration is not possible for everyone. This is where only the embassy can convene due to the status of the ambassador. This convening power is believed to be one of the greatest services of the United Nations to the international community. As an internationally recognized organization, the United Nations provides a forum for countries to convene based on their commonalities. It can assemble Regional groups of Member States, developing countries and Small Island States, the Non-Aligned Movement and Group of 77.



The president of the Confederation of Agriculture and Livestock of Brazil (CNA), João Martins, received the ambassador of Iran in Brazil, Hossein Gharibi for a courtesy visit at the headquarters of CNA-Senar System, in Brazil

Embassies have similar powers. The ambassador could invite people from a Brazilian company, a Dubai-based shipping company and a financial firm in Singapore to a video call and they would not hesitate to join. This is done by virtue of the ambassador's credibility as an official authority from the home country.

The fourth role of foreign representatives is synergy. The embassy has authoritative power while the private sector, specialist services and banks have potentials of their own. Coordinating these sectors to form a unified body is the most important function of the embassy.

Foreign missions can create projects by bringing parties together, following which they can monitor the development of projects.

**Statistics suggest that trades between Iran and Brazil are one-sided and mainly directed towards Iran. Do the Foreign Ministry and the diplomatic mission have policies to create a balance in trade relations?**

Though a powerful agent, the Ministry of Foreign Affairs is only one of the many bodies functioning as foreign policy actors and influencing foreign trade policies. As Iran's trade

with Brazil is influenced by Iran's multifaceted foreign trade policies, I believe that the general attitude needs to be reshaped. The issue was recently stressed by the President and the Foreign Minister, following which central agencies and representatives received guidelines demanding a focus on the promotion of economic diplomacy.

I have seen foreign officials take the initiative in several meetings to even discuss hundred thousand-dollar economic deals. For example, they may mention a business in Iran, whose accounts have been blocked, and ask us to help solve the problem. Tangible and current issues are clearly at the top of the agenda. Even high-ranking figures attempt to use every opportunity to resolve challenges in trades. It is essential to adopt this attitude. Officials are at times asked to discuss commercial affairs in meetings, like sales of agricultural products. They might object on the grounds that they should not be expected to address trivial matters, but business dealings are not insignificant. Trades and a strong economy are a source of national power, and everyone has a role to play in developing this power.

Officials who take the initiative and engage in negotiations, even for small projects, may be able to tackle some issues and lay the groundwork for other businesses. Reaching a compromise with the other side can solve some commercial and economic issues.

**Is there an action plan to ensure technology transfer in areas where Brazil has a competitive advantage such as agriculture, livestock production, energy, automotive industry, and biotechnology? If yes, what sort of cooperations are underway?**

The Islamic Republic of Iran lies in a mainly arid region and will be facing more problems if we do not modify current agricultural structures. Our imports of agricultural products amount to 30 million tons, which is a significant figure and would leave the country with no water were we to cultivate this volume in the country. Brazil and the other Latin American regions enjoy an abundance of water and have relatively stable temperatures throughout the year, leading to remarkable agricultural capacities. Brazil has a population of 210 million people while it produces foodstuffs for 1.5 billion. The country harvests 135 tons of soybeans and 106 million tons of corn.

With a livestock population of 215 million, it produces large amounts of dairy products. Brazil also produces great quantities of beef, most of which is exported, with Iran as a long-term export destination. Animal husbandry and cattle farming require large amounts of water, making food security in Iran and other countries in the region reliant on Brazil.

We can have two possible approaches to this region. One would be to come here and shop for products and take them back. The second approach is to create sustainability of supply, which can be achieved reciprocally.

Using the economic complementarities of the two countries we can introduce attractive commodities that we are good at producing to the market, and in return import required products we cannot produce because of excessive water consumption. In many areas in Brazil there are three crops a year and soybeans, corn and cotton are cultivated with high proficiency, which is a rare advantage. Latin America, therefore, merits a long-term and strategic perspective along

with all the other regions that we have ties with. Any country that we have relations with offers unique advantages, and Latin American countries are exceptionally important for us in terms of agriculture and food production and economic complementarity.

**Considering the tourist attractions of the two countries, are there statistics available on tourist arrivals?**

We have no exact data particularly because Brazilians can apply for visas on arrival at airports.

**What is your personal experience in Brazil and your perception of Brazilian culture and people?**

This was discussed in my meeting with President Bolsonaro. We agreed on clear commonalities and our ability to pursue mutual interests. I expressed my will to focus on these commonalities and use our trade opportunities while I'm in office. My friends and interlocutors in the Brazilian Congress,

**Are you optimistic about nuclear negotiations? How will they affect Iran-Brazil trade relation?**

The ongoing nuclear talks are instrumental, in that they focus on lifting the oppressive sanctions against Iran and defending the rights of our nation. From a historical point of view, diplomacy and negotiation have long been prioritized in Iran's approach to settling international issues and disputes. The point, however, is that interaction and expansion of foreign relations should not be procrastinated until the nuclear deal is made. The Supreme Leader recently provided strategic guidelines titled "neutralization of sanctions", which will determine policymaking frameworks in foreign diplomacy. Accordingly, nuclear talks to remove sanctions will be pursued alongside efforts to nullify them. A look at the history of the two countries' trade partnership, even at the height of sanctions, demonstrates that the two countries can move forward with their foreign trade in the face of restrictive measures. Having said that, although Iran and Brazil's have displayed apparent resolve to retain and boost relations, the removal of sanctions would bolster trade ties.



Iranian Ambassador to Brazil Hossein Gharibi and Speaker of Lower House of National Congress of Brazil Parliament Arthur Lira in a meeting in Brazil underlined the need to develop bilateral relations in economic and trade fields

administration, and governors' offices, who are good friends with the President, share this view. In our meetings we put emphasis on ways to go beyond agriculture and expand our relations to the mining, pharmaceutical, medical device, and transportation industries.

We need to eliminate barriers and create opportunities as the economies of both countries have been hit by a common foe, Covid-19. Now we need to contain and respond to these losses through bilateral relations. In line with this attitude, I hope to succeed in making important changes, especially because the new administration is working diligently and intensively focusing on prioritizing economic development.

Iranian ambassador to Brazil, Hossein Gharibi, met with Brazilian Vice President Hamilton Mourão and called for designing a long-term framework to promote and diversify mutual economic ties with the biggest economy of South America.



# We Feed the World with the Best



**GUSTAVO FONSECA** Export Department MENA-Beef Division

I studied Economics and have been in the beef business since 2011, and in recent years my main focus has been the Middle East and North Africa. In 2019, I moved to Dubai to oversee beef exports across the region.

I visit Iran around every two months, and I really look forward to my visits. The Iranian people are particularly hospitable and friendly. I feel very safe when I'm there, almost as if I'm at home.

I also love the food. Nothing tastes better than a proper shishlik, marinated for 12 hours, and cooked on the grill.

**On the occasion of the 200th year anniversary of Brazil's independence from Portugal and the upcoming Republic Day, please tell our readers about Brazil's food culture (including your amazing meat BBQ) and its Agrifood industries. What makes Brazil so special when it comes to the food industry, especially meat?**

When I think of Brazilian food, I think about quality and natural meat, lightly salted, cooked over a traditional BBQ before being enjoyed with friends and family. That's how so many Brazilians celebrated 200 years of our country's

At Friboi, we've been bringing beef to Iran continuously since 2004 – supplying stores, cafes, restaurants and state-run institutions.

**Which countries are the biggest export destinations for Brazil and various types of meat?**

Asia is the biggest consumer of JBS beef, with mainland China, our single biggest customer. There was a time in our industry when some suppliers started to concentrate exporting all their beef to specific markets. But at Friboi we think it's important not to abandon markets where we've built up

**Brazil is the world's largest beef exporter, it's expected to hold the top spot this year too. What are the key trends in the meat industry in general? How can the industry survive or even thrive while staying relevant and environmentally friendly?**

As you know, the conflict between Russia and Ukraine has been very disruptive to global food supplies – particularly in the MENA region. So many countries including Iran, are concerned about food security. Beyond that, there is a lot of focus on making our production more



independence. Brazilians love meat – we eat it three times more than Europeans. But it's a love we're happy to share. We're the world's biggest exporter of beef – and all kinds of meat.

Along with great potential for beef production, Brazil has focused on developing production efficiency, genetic improvement and sustainability in recent years, resulting in animals with better genetics, younger age and higher quality meat.

And Iran is an important market for us that benefits from the recent improvements of Brazilian beef. Many Iranians will recognize our logos: Friboi and Anglo.



strong relationships and where people really value our product. That's why we've continued to supply beef to Iran – I visit the country myself around once every two months to oversee our operations, and search for new opportunities.

JBS recently expanded exports in 2020 to 11 new countries through its subsidiaries in Brazil: Seara and Friboi. We now supply beef and chicken to Indonesia, Liberia, Antigua and Barbuda, Senegal, Mauritius, Kazakhstan, Trinidad and Tobago, Uzbekistan, Nigeria, Vietnam, and Ethiopia.

But even as we expand, Iran continues to be a crucial market for us.



sustainable to reduce carbon emissions. We're investing in a range of technologies to lower our carbon footprint: like harvesting biogas from animal waste. By January 2023, we will have expanded our fleet of 100%-electric refrigerated trucks from 19 to 200.

In March 2021, JBS announced the commitment to achieve net-zero greenhouse gas emissions by 2040.

In April 2021, JBS initiated the operations of the Transparent Livestock Farming Platform that extends socioenvironmental monitoring to suppliers of cattle using blockchain technology. 100% of cattle suppliers of JBS shall be part of the program

by the end of 2025. We already have 15 Green offices working to provide environmental, legal and technical consultancy.

Also in 2021, JBS announced six sustainable development projects to receive investments under the Fund for the Amazon. The Fund aims to finance the sustainable development of the local communities in the Amazon Biome, with initiatives that involve bioeconomy, reforestation and technological development.

**Please tell us about JBS; the history, product portfolio, key facts including growth statistics and future plans.**

JBS began in 1953 as a small family business in Brazil. Over the years, by focusing on quality and delivering value and taste to our customers, we have steadily grown from strength to strength. We have bought up other meat producers across the world from the USA to Europe and Australia. This year, JBS became the biggest food producer in the world. Next year we will mark our 70th anniversary. As I reflect on how this humble family business grew to outperform the biggest companies in the USA and Europe, I think about our customers who helped us to get there, and all the families that JBS now serves around the world, from Iran to Australia.

**Please tell us about JBS's history, activities and success in Iran? What is your business model in Iran (direct presence, partnership etc.) and who are your main clients in Iran (government, private sector companies, individual importers)?**

JBS – through Friboi – has been supplying meat to Iran continuously since 2004. The world and market conditions have changed a lot in that time. But even when the political climate makes things difficult, families still need to eat. So, our commitment is to be there for the people who enjoy our food – whether that's by supplying restaurants, or stores or working through other outlets.

In addition, there is a presence of JBS with a team based in Tehran led by Mr Hussein Paymoud with the purpose to build up strong supportive relationships and offer a higher level of service to our customers; What we believe makes



all the difference for the success in the Iranian market.

Unfortunately, as Iranians know all too well, the last few years have been difficult. A few years ago, Brazil was exporting 130,000 tons of beef to Iran per year. But since 2019, due to sanctions, covid and other disruptions, that consumption has decreased to 40,000 tons a year. We're not going away. We're starting to see a recovery, and we hope to see that continue.

**Iran has "food security" on top of its national strategy agenda. How can JBS contribute to that? Any plans to start cattle farming or modern slaughterhouses in Iran at some point?**

Unfortunately, the climate in Iran is not ideally suited to large-scale cattle farming. So, at the moment we don't have plans to raise cattle in Iran.

However, as part of our operation, we have a specialist Iranian team working at our facilities in Brazil.

They work hard to ensure that all meat destined for Iran is butchered properly, in accordance with Religion Shia Halal customs. This is overseen by a team of Iranian clerics – each one coming to Brazil for three months at a time, to ensure that everything is done correctly, according to Shia tradition.

JBS has a strategy to expand our presence in the manufacturing and distribution of prepared foods, making the company a leader in the Halal market. JBS aims to increase total sales in the Middle East and North Africa in the next five years.

# Portugal and Brazil: Two Nations Bound by One Language



Thank you so much for giving Trends this additional exclusive interview.

**On the occasion of the 200th year anniversary of Brazil's independence from Portugal, please tell our readers about the Portuguese point of view on the subject.**

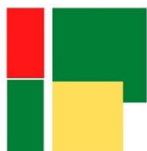
It is a celebration that, while Brazilian, is in a certain way shared. Brazil is viewed by the Portuguese people as a brother country and our Ministry of Foreign Affairs has created an allusive logo and a specific structure. It was D. Pedro I who proclaimed the independence of Brazil in 1822, and some years later he would become D. Pedro IV, King of Portugal. The birth of Brazil has very distinctive characteristics from that of other Latin American countries, which can be illustrated by the fact that Brazil's vast territory remains ever since intact.

**How did the independence movement start? Was it a peaceful transition or a violent one? How similar or different was it compared to other former Portuguese colonies in Africa and Asia?**

I am not a historian. However, there is a consensus that the transfer of the Portuguese Royal Court to Brazil, and with it many of the elites, because of the Napoleonic invasions of Portugal was important. So was the establishment of Rio de Janeiro as the capital of the Portuguese Empire for a long period, until the return of D. João VI to Portugal. For many years, we saw the establishment of a natural sense of autonomy that evolved into independence. When Lisbon wanted to go back to the status quo that existed before, there was some confrontation, but fraternity ultimately won as at the end of the day, both dynasties were of the House of Bragança. The same smooth path did not happen in other independence processes in the 20th century, namely in Africa. There, long colonial wars happened and the independence of the five Portuguese-speaking African countries was only possible after the "Carnation Revolution" on the 25th of April 1974, that put an end to dictatorship and established democracy in Portugal. In our days, we also have a very close and friendly relationship with all those countries.

**Brazil is the world's largest Portuguese speaking nation. Which other nations speak Portuguese? How do you see this common language and cultural heritage impacting political and economic/trade relations between Portugal and these nations?**

All countries with Portuguese as the official language are united in the Community of the Portuguese-Speaking Countries (CPLP), established in 1996. Apart from Brazil and Portugal, the founders were Angola, Cape Verde, Guinea-Bissau, Mozambique and São Tomé and Príncipe. Later, Timor-Leste entered because meanwhile it had become independent from Indonesia, and more recently Equatorial-Guinea. In these 9 countries, and particularly in the first 8, as Equatorial-Guinea is a particular case, the common language is a major approximation factor. It is consequently a catalyst for business and trade areas, also covered by the CPLP. Still, there is a huge potential to explore. In the cultural field, let me give the example of the "Camões Prize", which awards a Portuguese-speaking author annually, and has been granted to major writers of our countries since its introduction in 1989.



COMEMORAÇÕES DOS 200 ANOS  
DA INDEPENDÊNCIA DO BRASIL



NEGÓCIOS ESTRANGEIROS

The logo of the Portuguese Ministry of Foreign Affairs for the Celebration of 200 Years of Independence



The Portuguese Ambassador Mr. Carlos Costa Neves and The Brazilian Ambassador Mr. Laudemar de Aguiar Neto

Laureates, and not being exhaustive, include the Angolan Pepetela, the Mozambican Mia Couto, the Brazilian João Cabral de Melo Neto, Chico Buarque and Raquel Queirós, or the Portuguese Miguel Torga, Sophia de Mello Breyner and, even before his Nobel Prize, José Saramago. Concrete cases of the close cultural interaction between Portugal and Brazil include cinema, where there are many co-productions, the last one being *The Trip of Pedro* based on the return of D. Pedro to Portugal. Musical examples include innumerable partnerships such as Caetano Veloso with Carminho, and Gal Costa with António Zambujo. I could go on and on with more examples.

**How have Brazil-Portugal relations evolved throughout the past two centuries? How close are the two nations today, both in terms of people-to-people as well as business-to-business connections?**

There has always been a closeness between our two countries in political and diplomatic fields, which has never suffered. As an example, Portugal had the honor of hosting the Brazilian Ambassador Itamar Franco, who was formerly the President of Brazil, demonstrating the solid friendships between statesmen from both countries. Another example is Fernando Henrique Cardoso and Mário Soares, who wrote a book together. The contacts between our people are dense and profitable. In Brazil's case since its independence, the Portuguese migration never stopped. Carmen Miranda, one of Brazil's idols, was born in Marco de Canavezes in Portugal. The Brazilian migration to Portugal is more recent and started mainly after the establishment of democracy in my country. Now, Brazilians are the largest community in Portugal and are present in different sectors. However, in



The Brazilian Ambassador Mr. Laudemar Aguiar Neto, Ms. Maria João Furtado the Spouse of the Portuguese Ambassador and the Ambassador of Portugal Mr. Carlos Costa Neves

the economic sphere, we have not reached our potential, unlike the past, when there were huge investments from both sides such as telecommunications or air transportation. In those years, we were top investor partners, and I expect that in bonanza times, that we all desire, there is a new wave of expansion in our trade and investment, even if through triangulation outside our geography, like Africa or Europe.

**Are the two countries leveraging their access to different markets (Brazil in South America and Portugal in Europe) to each other's advantage/benefit?**

The creation of a common market in 1991, or the so-called MERCOSUL, in some South American countries including Brazil, has opened new perspectives and opportunities for the development of stronger economic relationships. Recently, the European Union signed a free trade agreement with MERCOSUL, which can be considered as of extreme relevance for Europe and South American countries and the deepening of trade and investment between Portugal and Brazil. Portugal has been a strong supporter of that agreement and I am confident that dynamics will work naturally when it enters into force. As you say in Iran, there are no limits to Portuguese-Brazilian relations.

A very warm congratulations to my friend and colleague Laudemar de Aguiar Neto, with whom I have very close dialogue.

Parabéns Brasil pelos 200 anos de Independência! We feel at home at each other's house, and this is the best summary of our relations.



Saman Bellouchi

Thank you so much for giving Trends the opportunity for an exclusive interview.

**Please introduce yourself and tell us about your background and how you got into the carpet design and manufacturing business?**

My name is Saman Sajedi Pirbazari and, like most Iranian carpet businessmen, I started the business because of family traditions and connections to Iran's Grand Bazar.

My older brothers started importing Persian rugs to the Brazilian market in the 90's, and I visited Brazil in 2002, after which I began designing modern and contemporary rugs and importing from India. Iranian producers resisted any changes to the details of their traditional carpet making methods because the designs had been adapted to the culture.

I think this was one of the main reasons Iran lost compatibility in the global handmade market to India and Nepal. Brazil has impressive modern architecture from Art Deco to Neo-Concretism, which lasted from the 20s till the 50s, and a large market that is away from the East and accustomed to European and American cultures.

After starting my first job at Agência de Propaganda at 17 years old, my passion for art, mostly postmodernism and impressionism, made me begin a new way of design that my brothers and I used in carpet production in SID Brazil, specializing in custom rugs.



## Bellouchi Rugs Combine Elegant Design and Exquisite Craftsmanship

**Tell us about Bellouchi rugs. Tell us what the main concept is all about and describe the design and production processes.**

Bellouchi comes from Baluch, a type of Persian rug. It also sounds Italian, which brings to mind Italy's globally recognized contemporary design and furniture. Choosing this name was a marketing decision made to communicate with architects and designers who define the higher end of the Brazilian market.

The design process is determined by trends and market needs. It is sometimes necessary to find solutions and methods to adapt a piece of machinery that is not originally made for carpet production. For new and exclusive products, we invest in new printing and dying technology or import materials such as yarns or different fabrics.



**Why did you decide to base Bellouchi in Brazil? Please tell us about your experience as an investor and entrepreneur in Brazil? What are the main challenges and rewards of doing business in Brazil?**

With more than 200 million consumers from different social and economic classes and a good service culture, Brazil offers greater potential than any other country in South America. While this is an attractive combination to any investor, the regulations, taxes, banking system, and security matters are different in Brazil from anywhere else in the world. In Brazil most companies go out of business in less than 5 years, not because of the market, but the lack of clarity in procedures. That's why having a successful business here is considered art!

**How do you rate Brazil in terms of ease of doing business, taxes, and the banking system?**

Brazil could be the worst place to do business for newcomers even if they have years of experience. However, it can offer unparalleled opportunities to people with good partners who have history here and know how to navigate business. That's why most large businesses and banks have joint venture companies in SID Brazil or major national structures. The only international bank in Brazil is the Spanish Santander Bank, while others like HSBC and Citibank sold their operations to Brazilian banks a few years ago.

**How has the reception of Bellouchi rugs, Persian heritage in essence, been in Brazil so far? Who is the typical customer of your rugs?**

São Paulo is the largest city in South America and the fifth largest in the world. With over 300 reselling stores and chain hotels such as Accor and Marriott and its well-off residents who own more private helicopters than those of Manhattan, the city creates a high-end market.

We are also expanding to the low-end market; we are investing in a weaving company with new machinery and are even importing. Turkish and Egyptian producers have been better options than Iranian companies so far because of their suitable prices and conditions. We believe that 2023 will be the beginning of a new era for our business in Brazil.

**Tell us about your experience with SPFW (São Paulo Fashion Week), your exclusive designs for Mario Queiroz, and about working with Vogue Magazine. What other events or special activities are you involved with in Brazil?**

São Paulo Fashion week is the most important event in the Brazilian fashion market. It's a platform for creativity that brings prominent designers and architects together and reflects the taste of the elite; exactly where Bellouchi has to be. The Mario Queiroz rug was a 30x3m piece designed for the São Paulo fashion week catwalk and was cut and sold to collectors after the show.

Another project, which I like the best, was the 206m rug designed for the São Paulo Municipal Theater, a building made by Ramos Azevedo Architects Office in 1912, and renovated a century later by renowned Brazilian designers Campanas Brothers. As the only Brazilian design company with a license to produce their products, Campanas Brothers designed this collection specifically for Bellouchi. The other items, such as furniture, are made by Edra, Paola Lenti, and other Italian and European companies.

**What's next for you and Bellouchi Rugs? Do you have any expansion plans like production or exports?**

We are currently considering some joint venture offers to expand to larger markets by bringing the technology that doesn't exist in Brazil. The Brazilian rug market size stands at more than \$5 billion per year.

**How has your personal experience in Brazil been? Do you recommend Brazil as a tourist and/or investment destination?**

Brazil is now a part of me, mostly because of the accepting and welcoming nature of the people. While the cuisine, landscape, and the large variety of events that Brazil offers make it a great tourist destination, launching a small business is extremely hard because English has no function here. The only language used is Portuguese, which is difficult to learn for Iranians. For large companies and investments, I would recommend having a trustworthy partner over here, which is not easy to find.



Exclusive design for Mario Queiroz  
SPFW (São Paulo Fashion Week)





# BRAZIL FACTOID

Brazil is the fifth largest country by landmass at 8,514,877 square kilometers, making up 47% of the South-American continent and has the sixth largest population in the world.

## 211,000,000

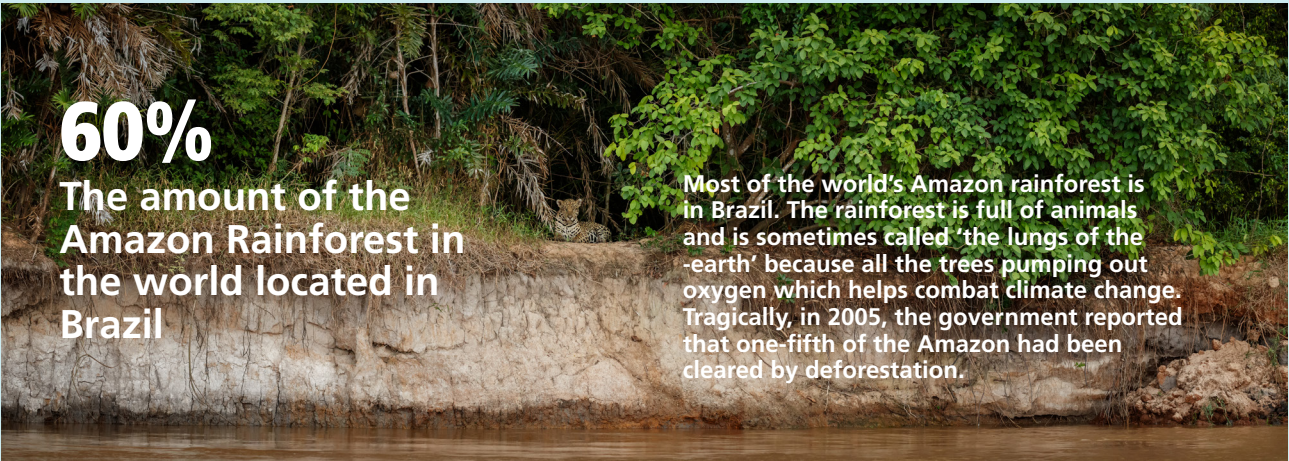
Number of people living in Brazil



## 60%

The amount of the Amazon Rainforest in the world located in Brazil

Most of the world's Amazon rainforest is in Brazil. The rainforest is full of animals and is sometimes called 'the lungs of the earth' because all the trees pumping out oxygen which helps combat climate change. Tragically, in 2005, the government reported that one-fifth of the Amazon had been cleared by deforestation.



## \$ 70,000,000

The estimated value of stolen money from a bank in the world's biggest bank heist

The largest amount of money ever stolen from a bank by robbers occurred on Aug. 6-7, 2005, in Fortaleza, Brazil, according to the Guinness Book of World Records. A gang of up to 10 people dug a 256-foot-long tunnel to seize five containers of currency estimated at nearly \$70 million.



# 1,800,000

## Number of people of Japanese descent living in Brazil

Brazil is home to the largest population of Japanese people outside Japan. The Liberdade district of Sao Paulo is home to the biggest Japanese immigrant community in the world. Out of 1.8 million people of Japanese descent living in Brazil, 600,000 of them reside in Liberdade.



# 4,000

## Number of Airports in Brazil

Brazil has over 4,000 airports. Only the USA has more.



# 4,000,000

## Estimated Number of plant and animal species in Brazil

Brazil is one of the world's most bio-diverse countries. Home to an estimated four million plant and animal species, making Brazil one of the most sensitive and important biodiversity hotspots in the world.

# 5

## Number of Brazil's FIFA World Cup championships

Football (soccer) is by far the most popular sport in Brazil. Brazil has won the FIFA World Cup finals five times, more than any other nation. They have produced some of the world's best football players including Pelé, Ronaldinho and Neymar.



# 5,900,000

## Estimated number of bags of coffee exported in 2022



Brazil is the largest coffee producer globally, has been for more than 150 years, and it is likely to remain so for many years. Brazil produces two types of coffee beans, which are the Arabica and the Robusta varieties. In 2020, Brazil exported nearly five billion U.S. dollars' worth of coffee to other countries, making it the world's leading coffee exporter by far. The coffee cooperative Cooxupe expects its exports to soar 20% to 5.9 million bags in 2022, according to its President Carlos Augusto Rodrigues de Melo.

By: H.E Ambassador Aikawa Kazutoshi

# Legacy of Shinzo Abe

During his tenure of more than 3,000 days as Prime Minister, Mr. Shinzo Abe tackled economic, diplomatic, and security issues with strong conviction and outstanding leadership, and contributed to realize a safe, secure, and affluent life for the people of Japan and the world. I would like to express my deepest respect to former Prime Minister Abe for his achievements during his lifetime and to offer my sincere prayers for the repose of his soul upon hearing of his passing.

On the occasion of the passing of former Prime Minister Abe, I am deeply grateful for the warm condolences expressed by a truly wide range of Iranian people, including H.E. Ayatollah Dr. Seyyed Ebrahim Raisi, President of the Islamic Republic of Iran, H.E. Dr. Mohammad Bagher Ghalibaf, Speaker of the Islamic Parliament, H.E. Dr. Hossein Amir-Abdollahian, Foreign Minister and other senior Iranian officials, as well as the Iranian government, parliament, business community, universities, cultural, religious communities and local provinces.

We held a two-day memorial for signing a condolence book on July 11 and 12. I myself was deeply moved and impressed by the feelings of the Iranian people for Mr. Abe and his presence in Iran, through my interactions with those who visited to offer condolences and the messages we received.

Mr. Abe visited Iran as Japanese Prime Minister in June 2019, which was a milestone year in Japan-Iran relations, marking the 90th anniversary of the establishment of diplomatic relations between Japan and Iran. It was the first visit to Iran by a Japanese Prime Minister in 41 years (the first time since the Islamic Revolution) and he met with Supreme Leader Ayatollah Seyyed Ali Khamenei and then President Dr. Rouhani.

In 1983, Mr. Abe, when he was a young man, accompanied his father, then Foreign Minister Shintaro Abe, on the visit to Iran to mediate a ceasefire in the Iran-Iraq War. I am aware that many Iranians welcomed the strong will and actions of former Prime Minister Abe to play a role in developing traditional friendly relations between Japan and Iran, easing tensions in the Middle East, and promoting peace and stability in the region, which he demonstrated during his visit to Iran as Japanese Prime Minister, 36 years after his youthful days' visit to Iran. I am confident that those will and actions will remain in the memory of the Iranian people.

Former Prime Minister Abe attached great importance to Japan-Iran relations, as evidenced by the fact that, in addition to mutual visits between the leaders of Japan and Iran, he also seized the opportunities of the annual UN General Assembly meeting to hold the largest number of summit meetings between the two countries in history. He consistently supported the JCPOA and was committed to easing tensions, strengthening peace and stability in the region. At the same time, he also indicated a policy of



Shinzo Abe

prioritizing cooperation that benefits the Iranian people in areas such as healthcare, environment and disaster prevention, as well as strengthening relations in the fields of cultural, people and sport exchanges. He also expressed his strong determination to steadily maintain and develop the traditional friendship between the two countries.

Former Prime Minister Abe also positioned the advancement of women as one of the top priorities of his administration, and implemented various policies to encourage women's advancement in society. Under the Abe administration, cooperation between Japan and Iran in the field of women affairs dramatically expanded, which still continues and will continue into the future. 'The Japan-Iran Friendship and Peace Tree', planted by Mrs. Akie Abe, the Spouse of Mr. Shinzo Abe during her visit to Iran in 2016, has taken firm root and keeps growing in Tehran's Pardisan Park under the generous care of the Department of Environmental of Iran.

Former Prime Minister Abe served as Japan's Prime Minister from 2006-2007 and 2012-2020. During his tenure, he initiated a wide range of domestic economic measures and foreign policy initiatives.

Mr. Abe made tremendous achievements by implementing "diplomacy that takes a panoramic perspective of the world map," with his outstanding leadership and execution ability. He actively engaged in summit-level diplomacy and formed close relations with regions and various countries such as Iran.



This picture is taken at the Nuclear Security Summit held in Washington, D.C. in 2016.

In addition, given the extremely severe international circumstances, he laid the foundation for the peace and stability of both Japan and the world, including the efforts to realize a "Free and Open Indo-Pacific (FOIP)". Amidst this, many countries and regions now support the "FOIP" vision that former Prime Minister Abe began to advocate in 2016, which aims to ensure a rules-based international order in the Indo-Pacific in a comprehensive and transparent manner. As the international order faces significant challenges, this vision is more important than ever before.

My own memories of working with former Prime Minister Abe in the field of diplomacy are many. And especially, in my serving as Director General of the Disarmament, Nonproliferation, and Science Department of the General Foreign Policy Bureau, Ministry of Foreign Affairs of Japan, I learned a great deal from him when we worked together at the Nuclear Security Summit held in Washington, D.C. in 2016. At the Summit, under the theme of "National Initiatives to Improve Nuclear Security", Mr. Abe expressed his gratitude again for the support from all over the world on the 5th anniversary of Great East Japan Earthquake in 2011 and stated that based on the experience of the accident at TEPCO's Fukushima Daiichi Nuclear Power Station, we would share the lessons from the accident with the world and expand the knowledge of nuclear safety and accident countermeasures to the world, while actively promoting human resource development, offering support to other countries, and international cooperation regarding safety standards.

With regard to domestic economic measures, in order to overcome the challenges of the Japanese economy, he proposed a comprehensive policy package so-called "ABENOMICS." This package consists of "three arrows" ("aggressive monetary policy," "fiscal consolidation," and "growth strategy to encourage private investment") of monetary easing, fiscal mobilization, and growth strategy.

Since the shift to the floating exchange rate system in 1973, the Japanese economy has had a history of experiencing ups and downs in response to the fluctuating rate of the yen, for better or worse, and each time this has led to policy decisions by the Japanese government and the Bank of Japan. It is no exaggeration to say that the history of the Japanese economy is the "fight against the exchange rate". Despite these circumstances, the results of the "three arrows" policy, especially the "first arrow," have been the implementation



of ultra monetary easing with negative interest rates and quantitative easing through massive and regular purchases of corporate bonds and stocks. By creating a practical scenario for overcoming deflation, expectations for the administration-oriented monetary easing led to weaker yen and higher stock prices, and the improved sentiment boosted consumption from 2013 onward. The introduction of the policy had significant positive impacts on the Japanese economy in a way that the yen weakened and the stock prices rose further after the policy was introduced. In other words, it was the greatest achievement of the "aggressive monetary policy" of ABENOMICS to show the world that monetary policy alone is not effective. In that sense, prices and the economy cannot be improved only through monetary policy. In addition, based on the ABENOMICS concept, various "growth strategy" measures have been sequentially implemented, and reforms have been promoted so that the Japanese economy can strongly turn around in a virtuous circle and people can feel the economic recovery.

He also advocated social reform through innovation and structural reform, the so-called "Society 5.0," and promoted the realization of a new society that balances economic development and the resolution of social issues by incorporating advanced technologies such as IoT, robotics, artificial intelligence (AI), and big data into all industries and social life.

Finally, the Embassy of Japan in Iran would like to once again express our sincere gratitude for the many words of condolences from various people who love the friendship between Japan and Iran, while praising the many achievements of him during his lifetime. We will continue to carry on his legacy and work together with the Iranian people to further develop the traditional friendly relations between Japan and Iran.

On the occasion of the passing of former Prime Minister Abe, I am deeply grateful for the warm condolences expressed by a truly wide range of Iranian people.



**Adnan Mousapour**

Adnan Mousapour born in the border town of Sosangerd, Khuzestan province in 1976. He has more than 20 years of experience in doing business with Arab countries. He has had key roles and senior positions in International Trade such as, being Head of Iran Chamber of Commerce Export Development Commission, Head of Iran - Qatar Chamber of Commerce and he is also known as the founder and director of several companies in Iran, Kuwait, Qatar, UAE and Italy.

He is a shareholder and business consultant of several international and Iranian startups. He has done management university courses in Germany and Spain. He is a Brian Tracy Academy instructor in Iran after completing the Brian Tracy's training courses.

He has been selected as the top exporter for 9 consecutive years due to his great services in the Iranian business world. He is the first exporter from Shadgan port, which proves he is a risk taker as well as seeing the big picture. He believes in the principle of empiricism, relying on innovations based on the lessons of the business world.

Adnan Mousapour is praised by MENA Institution for establishing Customer Oriented Companies. Among all his roles, he is also a member of Iran Chamber of Commerce Representative Board and Member of the Board of Directors of the Iran-Kuwait Business Council, last but not least he is a member of the Kuwait Chamber of Commerce at present.

## Iran-Qatar Chamber of Commerce Shares the Latest on Iran-Qatar Trade & the World Cup 2022

Trends is grateful for having the opportunity to do an exclusive interview with you despite your busy diary.

**Do you mind giving us a short update of the current state of business/trade between Iran and Qatar, and tell us how would you describe it?**

The economic relationship between Iran and Qatar is improving day by day. Currently, there is a strong desire in the private sector of both Iran and Qatar, to develop economic relations with each other.

**Please tell us about the history of economic activities between the two countries.**

**What is the trade volume between Iran and Qatar today?**

**What products and services (if any) are being exchanged directly or indirectly?**

It is obvious that the economic and trade potentials between Iran and Qatar have not been used fully in the recent years. There must be various reasons for not using the existing potentials between the two countries. Now the trade volume between the two countries is about 250 million dollars, and our goal is to reach 1 billion dollars in the near future. Currently, Iran is a massive exporter of food and construction materials to Qatar.

**Why has Qatar traditionally (even before the sanctions) shied away from investing in Iran (compared to for example; the \$100 billion investment Qatar did in Turkey)?**

Economic relations are directly linked to political relations. Bear in mind that every businessman prefers to invest where he can gain more profit. As a result, to develop a stable and productive economic relationship, one should rely on good political relationships. Currently, the political and economic relations between Iran and Qatar are very good, and we hope to expand the amount of exports from Iran to Qatar, as well as the amount of joint investments between the two countries, by expanding trade, especially with the help of the private sector. I have to tell you that Qatar's private sector is currently very keen on commercial cooperation with Iran's private sector.

**What do you see as the biggest obstacle in doing business between the two countries (US sanctions, geopolitical issues, lack of information among investors and businessmen, Iran's business environment, commercial rules and regulations...)?**

I don't see any obstacles at all. But the important point is that Qatar is a small country and the trade volume of this country has certain capacity. We should be realistic about our expectations on doing trade with Qatar.

**Iranian businessmen believe that doing business in Qatar is not as easy as in the UAE (work permit or business license, residency, opening bank accounts etc.). How would you respond to this? Are there any plans to improve the situation and make it easier for Iranians to do business in/with Qatar?**

Yes, currently Iranian businessmen in Qatar are facing problems with getting residency permits, banking problems and etc. We have had many negotiations with the Qataris in this regard. The Qataris have also made some promises to solve such problems. In the joint Chamber of Commerce, we had many meetings with the economic managers of Qatar and even Qatar's free zone's officials in the form of a business delegation. The economic officials from Qatar

visited Iran recently and talked closely with Iranian businessmen. Iran's economic advisor was appointed for Qatar and he is already in Qatar. All in all, I am very hopeful that the measures taken will lead to the resolution of trade barriers between the two countries.

**Please tell us a bit about the Iran-Qatar Chamber of Commerce? When was it established? What is the mission, vision and main activities of the Chamber? What have been some of the Chamber's recent activities and events? Are there any business delegations visiting either country any time soon? If so, in what sector(s) and when?**



Meeting of Iranian businessmen with officials of Ras Abu Fontas Free Zone in Qatar in the form of sending a business delegation and visiting facilities of Ras Abu Fontas Free Zone in Qatar

The Chamber of Commerce of Iran and Qatar was established about 3 years ago. At the time of establishing, it was like a dream come true. That dream included expanding the trade relations between the two countries. About 1 month ago, Iran's largest business delegation came to Qatar, 70 large Iranian business companies met and discussed trade with 100 large Qatari business companies face to face. Fortunately, the main task of the Iran-Qatar Chamber of Commerce, which is to facilitate trade between the two countries, is currently being done well. In addition to sending business delegations, we will have many

other programs. Holding educational workshops, joint cooperation with the embassy in order to facilitate trade, establishing communications between the businessmen of the two countries and any action that will solve business problems according to the situation. All these are the duties of the joint chamber.



**Please tell us about the membership program? Who can apply to become a member of the Iran-Qatar Chamber of Commerce and what services and benefits do they receive?**

Individuals who hold commercial cards and the companies which have commercial cards can become members of the joint Chamber of Iran and Qatar. Chamber members will receive all the services mentioned earlier.

**Qatar World Cup 2022 is just around the corner, with a massive number of audiences expected to be there.**

**Is Qatar fully prepared to host such big international event despite the ongoing issues (possible return of the Covid-19 restrictions, shortage of affordable hotels etc.)?**

In my opinion and by looking at the current conditions, we will witness one of the best World Cups in Qatar this year.

I can confirm that Qatar is fully prepared to host the World Cup. You can be sure that it will be the best World Cup ever.

**Getting visa and HAYYA Cards to attend the World Cup seems to be a challenge for Iranians. Any plans to address this issue?**

There is no problem for Iranians to enter Qatar to watch the World Cup games. Anyone who has a ticket to the games, can easily get the Hayya Card and enter Qatar. Hayya Card is like a visa to enter the country and there are no restrictions for Iranians to visit Qatar.

International fans who are travelling to Qatar for this year's FIFA World Cup now have the option to invite up to three non-ticketed fans to attend the tournament.

The feature is only applicable to approved Hayya Card holders aged 18 or above who applied using a FIFA World Cup ticket number.

Each extra fan coming to Qatar with your Hayya will need to pay a non-refundable QAR 500 fee. The charge will not apply to children under 12.

**Thanks again for your time and very useful information and tips you shared with Trends.**

# QATAR FIFA WORLD CUP 2022

FACTOID

## 1,500,000

Estimated number of World Cup visitors



First world cup in the Middle East expected to welcome some 1.5 million visitors.

## 1,300

Estimated number of daily flights to Qatar during the World Cup



There will be an estimated 1300 flights coming to Qatar on a daily basis for the whole month.

## \$ 220,000,000,000



The amount of money spent on Qatar World Cup

According to reports, Qatar spent 220 billion US dollars on infrastructure projects, including the building of hotels, highways, stadiums, and other facilities. As a result, the World Cup in Qatar will be by far the costliest sports event ever.

## € 36,000,000,000

The cost of building Doha Metro



Doha Metro is stretching along 76km of track with three lines and 37 stations. Doha Metro will reduce greenhouse gases and air pollution.

## 84,000,000 Kg

Tons of structural steel used to build stadia

Qatar 2022 World Cup stadia will have 26 times the number of doors compared to the White House, 7 times as many as Buckingham Palace along with 84,000 tons of structural steel.



# € 1,260,000,000

Market value of England's football team



England football team ranks first in terms of market value of its players out of all the teams that qualified for the FIFA World Cup 2022 in Qatar with a whopping €1.26 billion.

# 100%

The usage of recycled water



Irrigation systems for landscape use 100% recycled water.

# € 8,000,000,000 - € 10,000,000,000



The amount of money Spent on 8 stadia

Qatar has spent around \$8bn-\$10bn on 8 stadia;  
Al Bayt Stadium – Reported cost \$847m – Capacity: 60,000, Lusail Stadium – Reported cost: \$767m- Capacity: 80,000, Al Janoub Stadium Reported cost: €587m Capacity: 40,000, Ahmed bin Ali Stadium – Reported cost: \$360m – Capacity: 40,000, Education City Stadium Cost: \$700m – Capacity: 40,000, Stadium 974 Capacity: 40,000 (Qatar's international dialing code Stadium), Khalifa International Stadium – Reported cost: varies from €70m to €280m+ – Capacity: 45,416 and Al Thumama Stadium – Reported cost: \$342.5m – Capacity: 40,000.

# A New Perspective on Dubai: The Current Frontier of Real Estate

By: Maryam Rahmani

Maryam Rahmani is a Senior Manager with DAMAC Properties. With her experience of over 15 years in Real Estate industry, Maryam shares her viewpoints and insights into Dubai real estate market and its highlights.

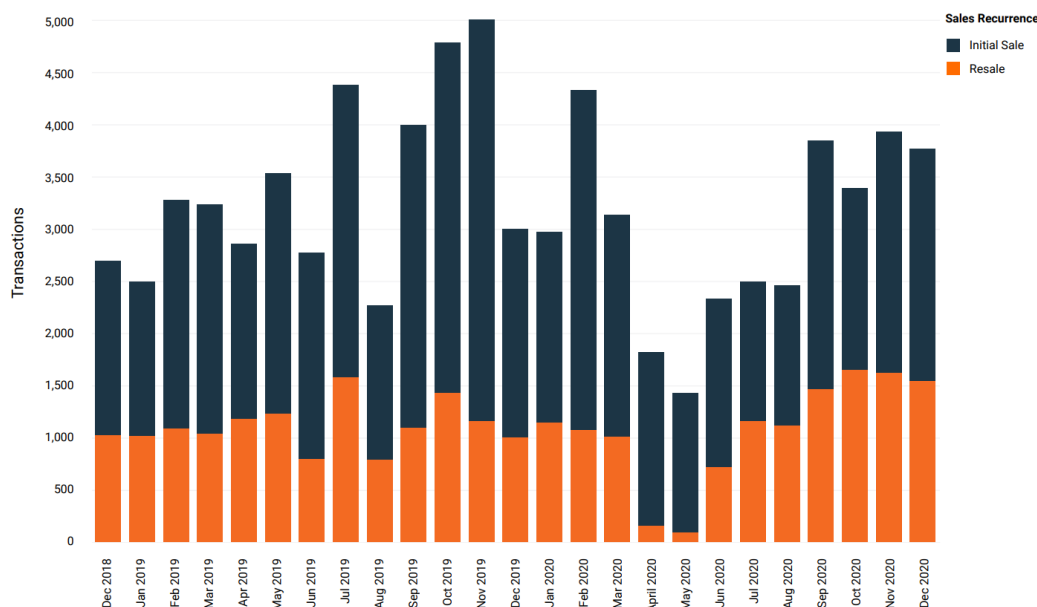
With resilience and high adaptability towards the challenges the pandemic has posed to the world, UAE authorities have unceasingly attempted to turn this chaos into an opportunity for the country. It has been an effort to support the welfare of its people and lay down programs and initiatives that would guard not only the people but the economy and ensure the stability of businesses. In July 2020, Dubai Land Department (DLD) launched a global platform, called "Invest in Dubai", which shed a front row spotlight on Dubai's Position in real estate on the global front, reinforcing Dubai as a world class destination and promoting quality of life for diverse cultures and nationalities.

Dubai Real estate sector witnessed a boom in mid-2020, amidst the global pandemic. Dubai has always been an attractive and sought-after city that has scaled new heights over the three years since the pandemic. With reported sales of billions only in the 1st quarter of 2022, Dubai's real estate sector had a great start this year. A high tide has been created for the market, embedding the highlights of Dubai's success and welcoming people from all over the world. The real estate market has a great variety to offer investors in all brackets.



Maryam Rahmani is a Senior Manager with DAMAC Properties.

HISTORICAL TRANSACTIONS CHART – SALES RECURRENCE



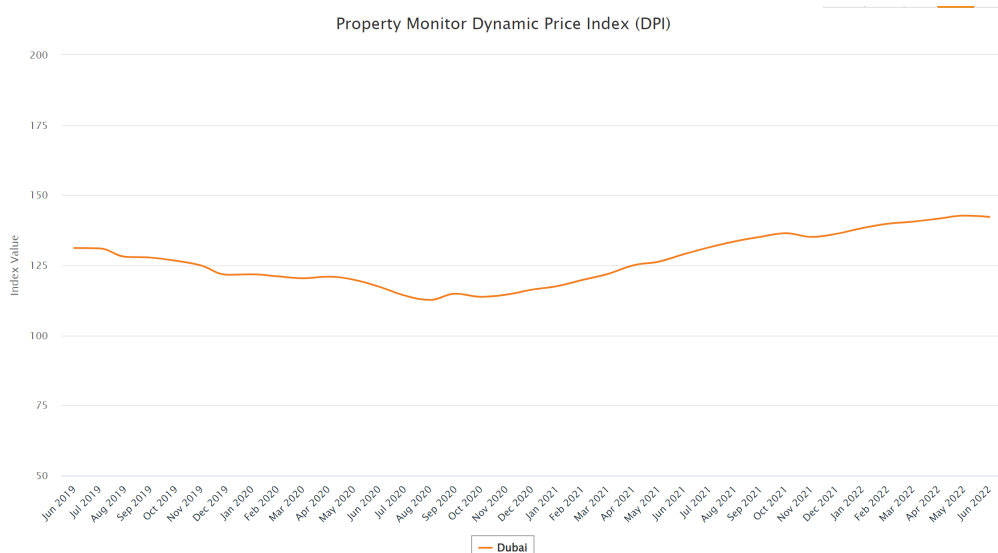
Overall, communities like Damac Hills, Dubai Hills and Tilal Al Ghaf are the most popular and relevant areas in Dubai, due to their prices and typology of product. Outside the community range, areas like Downtown Dubai, Business Bay, Creek Harbour and The Palm Jumeirah are in high demand, with all highlighted areas catering to consumers of all brackets.

The post pandemic period has seen a huge turnaround in all aspects. Business Bay and Downtown Dubai have high returns with an approximate 8% ROI on the capital invested, whereas short term rentals peaked due to the tourist influx and business increasing for conferences and transactions. There was high demand for townhouses for families, either as end users or future investments. Service charges on townhouses are roughly five times lower than those for apartments.

Ownership costs in a onetime payment would be between 6%-8%, including the initial 4% DLD charges. The yearly costs embedded into property investment would be between 3% to 6% of the property value for villas and townhouses, while costs for apartments would range between 15% to 30%. Several smaller fees such as conveyance fees and agency fees, if applicable, also need to be taken into account.

For anyone considering purchasing property, the first option would always be to invest directly through a developer, for better options on payment plans and applicable waivers. This would also mean a brand-new property and no agency fees involved. The second choice is to approach agencies as product availability would be higher with agencies over time due to secondary market access.

The property market will peak in the next 10 months before losing momentum and seeing a correction set in to stabilize the market. However, having earned its position as one of the top10 countries in the world and one of the countries to have survived the pandemic with flying colors, the UAE will continue to attract investors and tourists from around the world, whether or not a correction is to set in. Although the correction would certainly stabilize prices on one level, I believe it would create a gateway for a breed of investors of a different bracket.



## Culinary Entrepreneur Shares Recipes for Success



**Shahram Fakhar**

**Please introduce yourself and tell us when you started building your business.**

My name is Shahram Fakhar, and I was born on 8 August 1975. I am the founder, franchise owner and chair of the board of Pedare Khoob restaurant chains, and the owner of Fakhar Group, Shaltook, Karen and Al Pacino.

I have opened more than 1000 restaurant brands in Iran since starting my first restaurant in 2004, with a 24 m<sup>2</sup> space and a \$4000 capital. I have, directly and indirectly, created over 15000 jobs and set the record for most restaurants opened in a limited period: 14 restaurants in 44 days and one in 72 hours.

I am also the author of books such as The Great Restaurant Owner, Getting Your Message Across in One Minute and Going from Employee to Manager.

**Should we call you an entrepreneur, athlete, restaurant owner or an international figure?**

I would like to be remembered as someone who made a difference rather than getting labels and titles.

**Data on entrepreneurial activities suggests that you have created more than 15000 jobs. This level of impact is equal to that of state organizations. How did you achieve this success as a private sector actor?**

I adopted a new leadership style in my business based on my belief that innovative ideas can create money. I have also always had a positive,



**PEDARE KHOOB  
RESTAURANT**



**SHALTOOK  
IRANIAN RESTAURANT**

proactive outlook. In addition, effective communication, which has been instrumental to my success, comes naturally to me because of my positive body language, which I learned from father who was a talented film and TV producer.

**What areas are entrepreneurs more interested in these days? Can knowledge-based enterprises sustain a cash flow in addition to creating jobs?**

The overwhelming majority of entrepreneurs are embracing artificial intelligence and knowledge-based enterprises, which can be a positive trend. However, we should remember that liquidation of start-ups is a long process and not all start-ups end up being successful.

**How important do you think a social media presence is for domestic businesses? Large business and personal development events have gained popularity in the country. What qualities do you think these mentors and speakers require?**

Although I use social media, I don't consider it essential because people's online behaviours reveal little about their real-world personas. We are now on the brink of what I would call a business collapse or depression. In the meantime, there are those who capitalize on the struggles of aspiring entrepreneurs who are trying to be billionaires and sell motivational packages to them. I believe that great people don't allow themselves to be manipulated. Instead, they go through the unavoidable stages that must be faced before achieving success and growth.



**Persian cuisine appeals to broad demographics, and as you know, Rasht is known as a creative city of gastronomy. How feasible is it for Persian restaurants to market internationally?**

We have tasty dishes and unique culinary traditions. Yet, the appearance of Persian food is not appealing to foreigners, which means presenting Persian cuisine takes time and energy.

**What advice do you have for young entrepreneurs?**

The secret to success is to face their fears and learn how to cope with failure.

# ZULA

**Buy Edge  
Products  
(4-Pack) and...**

**Get 300,000 RIs  
worth of Zula  
Gold!**

This is all without mentioning the benefits of the punctual and diligent customer support provided by Iran Zula team in Farsi, providing the client with a smooth experience throughout their time with the game. This capacity is of crucial importance to a massive online game like Zula. In the latest update of the game that was released this spring, the Iranian user can participate in the widely popular battle royale mode. The availability of vehicles such as cars and boats, as well as the low hardware requirements of the game, has made Zula's Battle Royale mode a primary contender in all Iranian competitive Esport scenes.



**ZULA.ir**

## Restaurants

### Negima Café & Restaurant

Location: Khorasani St, Tehran  
Tel: +9821 22 69 01 50  
Social Media: @negimarestaurant

### Asil Restaurant

Location: Qeytarieh St, Tehran  
Tel: +9821 222 00 169  
Social Media: @asil\_restaurant

### Matador Lounge Spanish Restaurant

Location: Farmaniyeh St, Tehran  
Tel: +9821 22 80 08 22  
Social Media: @matador.restaurant  
Email: ar\_khosandi@yahoo.com

### Rebelan International Food

Location: Tajrish St, Tehran  
Tel: +9821 24 512  
Social Media: @rebelangroup

### Boomi International Food

Location: Fereshteh St, Tehran  
Tel: +9821 22 01 19 50  
Social Media: @boomipersiankitchen  
Website: www.Boomikitchen.com

## Business

### Sarmad Iron and Steel Complex

Location: Nelson Mandela St, Tehran  
Tel: +9821 26 29 10 63  
Website: www.Sarmadsteel.com

### Dadflamingo

Location: Mollasadra St, Tehran  
Tel: +9821 44 75 22 09  
Website: www.Dadflamingo.com

### Turquoise Partners

Location: Niavaran St, Tehran  
Tel: +9821 22 70 62 38  
Email: info@turquoisepartners.com  
Website: www.Turquoisepartners.com

### Hamayesh Ara

Location: Saadat Abad St, Tehran  
Tel: +9821 26 76 56 81  
Website: Info@Hamayeshara.com

### Kavir Motor

Location: Shariati St, Tehran  
Tel: +9821 574 06  
Website: www.Kavirmotor.com

### TradexMena

Location: Istanbul, Turkey  
Tel: +9021 22 44 25 51  
Email: info@tradexMena.com  
Website: www.Tradexmena.com

## Business

### Asia Instrumentation

Location: Tehran  
Tel: +9821 22 65 02 95  
Email: info@asiainstrumentsltd.com  
Website: www.Asiainstrumentsltd.org

### AraEnterprise Business Consultancy:

Location: Saadat Abad St, Tehran  
Tel: +9821 26 76 56 81  
Email: info@araEnterprise.com  
Website: www.AraEnterprise.com

### Andritz

Location: Amol  
Tel: +9811 442 042 04  
Email: andritz@garmaelectric.ir  
Social Media: @garma\_electric  
Website: www.Andritz.com

## Malls

### Iran Mall

Location: Kharazi St, Tehran  
Tel: +9821 29 29  
Social Media: @the\_iranmall

### Rosha Department Store

Location: Farmanieh St, Tehran  
Tel: +9821 25 71 40 00  
Social Media: @rossha.store

## Services

### Refah Avaran Mazand Company

Location: Savad Kooch, Mazandaran  
Tel: +9811 42 43 43 20  
Social Media: @onedieco  
Email: info@refahavaranzand.com  
Website: www.Refahavaranzand.com

### Dorsa Home

Location: Gholhak St, Tehran  
Social Media: @dorsahome  
Website: www.Dorsa.net

### Amirkhizi Carpet

Location: Zaferanieh St, Tehran  
Cell: +98912 111 66 52  
Website: www.Amirkhizicarpet.com

### Iran Steel

Location: Shariati St, Tehran  
Tel: +9821 297 50

### Nobka

Location: Zarnegar St, Tehran  
Tel: +9821 88 76 02 10  
Social Media: @smartnobka  
Website: www.Nobka.ir

## Services

### Darya Hamrah Paythakht

Location: Motahari St, Tehran  
Tel: +9821 628 59  
Social Media: @daria.hamrah  
Website: www.Dariahamrah.ir

### SPAR:

Location: Sarmad St, Tehran  
Tel: +98 452 64  
Website: www.Spar.ir  
Iran Steel  
Location: Shariati St, Tehran  
Tel: +9821 297 50

## Hotels

### Mirage Hotel Kish

Location: Kish  
Tel: +9876 44 42 22 20  
Social Media: @miragehotelkish

### Shemshak Boutique Hotel

Location: Shemshak  
Tel: +9821 26 52 79 41  
Social Media: @shemshak\_boutique\_hotel  
Website: www.Shemshakboutiquehotel.com

### House of Elephant

Location: Karimkhan Zand St, Shiraz  
Tel: +9871 32 23 14 66  
Social Media: @house\_of\_elephant  
Email: houseofelephant57@gmail.com  
Website: www.Houseofelephant.com

### Yakhchal House

Location: Hafez St, Esfahan  
Cell: +98913 905 00 69  
Social Media: @yakhchal.house  
Website: www.Yakhchalhouse.ir

### Moshir Al Molk Historical House

Location: Hafez St, Esfahan  
Cell: +98913 110 91 81  
Social Media: @moshiralmolk  
Email: islamic.h.museum@gmail.com

### Joybar Boutique Hotel

Location: Neshat St, Esfahan  
Cell: +98913 404 91 57  
Social Media: @joybarboutiquehotel  
Email: joybarboutiquehotel@gmail.com  
Website: www.Joybarboutiquehotel.com

## Beauty Salon

### Niloufar Zand Beauty Salon

Location: Elahiyeh St, Tehran  
Tel: +9821 22 01 16 14  
Social Media: beauty\_by\_niloufar  
Email: nilou\_zand@yahoo.com  
Website: www.Niloufarzand.com

## Beauty Salon

### Nita Beauty

Location: Velenjak St, Tehran  
Tel: +9821 2240 44 55  
Social Media: @nita.beauty  
Website: www.Nitabeautysalon.com

### Beauty Time

Location: Zaferanieh St, Tehran  
Tel: +9821 22 18 19 13  
Cell: +98912 029 32 71  
Social Media: @beauty\_time.b.t  
Email: beautytime1399@gmail.com

### Hans Beauty Salon

Location: Zaferanieh And Fereshteh St, Tehran  
Tel Zaferanieh: +9821 22 17 06 44  
Tel Fereshteh: +9821 22 04 32 27  
Social Media: @hans.beauty.salon

## Clinics

### Mehregan Dental Care

Location: Pasdaran St, Tehran  
Tel: +9821 22 79 31 63  
Social Media: @mehregan.dental.care  
Website: www.Clinic-mehregan.com

### Dr. Basati Dental Clinic

Location: Aghdasiyeh St, Tehran  
Tel: +9821 22 80 08 30  
Email: info@drbasati.com  
Social Media: @dr.basati  
Website: www.Drbasati.com

### Dr. Nejatian Pain Care Clinic

Location: Saadat Abad St, Tehran  
Tel: +9821 26 76 58 10  
Social Media: @drnejatian

### Dr. Abdollahi Orthodontist

Location: Dolat St, Tehran  
Tel: +9821 2279 9232  
Social Media: @ortho\_trust  
Website: www.Orthotrust.com

### Dr. Kamali

Location: Parkway St, Tehran  
Tel: +9821 72 147  
Cell: +98912 159 22 22  
Social Media: @drkamaliclinic  
Website: www.Drkamaliclinic.com

## Art Galleries

### Art Chive Online Art Platform

Location: Tehran  
Cell: +98912 112 13 29  
Social Media: @artchive.art  
Email: info@artchive.art  
Website: www.Artchive.art

## Art Galleries

### Soo Contemporary Gallery

Location: Ferdowsi St, Tehran  
Tel: +9821 88 80 98 08  
Social Media: @soocontemporary  
Email: info@soocontemporary.com  
Website: www.Soocontemporary.com

### Dastan Basement Gallery

Location: Elahiyeh St, Tehran  
Tel: +9821 22 02 31 14  
Social Media: @dastanbasement  
Email: info@dastangallery.com  
Website: www.Dastan.gallery.com

### Londeville Global Art & Collectables

Location: Saadat Abad St, Tehran  
Tel: +9821 26 76 56 81  
Website: www.Londeville.com

### E1 Art Gallery

Location: Elahiyeh St, Tehran  
Tel: +9821 22 60 71 26  
Email: e1artshop@gmail.com  
Social Media: info@e1art.gallery  
Website: www.E1art.gallery

## High-End Jewelry

### Goharbin Jewelry

Location: Valiasr St, Tehran  
Tel: +9821 88 77 73 01  
Social Media: @k.goharbin  
Email: info@goharbin.com  
Website: www.Goharbin.com

### Zomorodi Jewelry

Location: Fereshteh St, Tehran  
Social Media: @zomorodi

### Safae Jewelry

Location: Aghdasiyeh St, Tehran  
Tel: +9821 26 15 19 17  
Social Media: @zomorodi  
Email: ma@safae.co

### Ab Jewelry gallery

Location: Tehran  
Tel: +98912 215 51 20  
Social Media: @abjewelrygallery

### Ghazal Sadr

Gemmologist  
Location: Saadat Abad St, Tehran  
Tel: +9821 86 12 92 98  
Website: Sadrjewelry.com

### Reza Sadr

Master Gemmologist & Professional at Int'l  
Gemmologist & Jewels Business  
Location: Saadat Abad St, Tehran  
Tel: +9821 86 12 92 98  
Website: Sadrjewelry.com

## Gyms

### Power House Woman's Crossfit Gym

Location: Enghelab Sport Complex, Tehran  
Tel: +9821 26 21 63 90  
Social Media: @block68ir  
Email: blockphilosophir@gmail.com  
Website: www.Blockphilosophy.ir

### Muscles Land

Location: Niavaran St, Tehran  
Tel: +9821 22 80 38 72  
Social Media: @sarzaminazoleha

### 24Gym

Location: Elahiyeh St, Tehran  
Tel: +9821 2620 4961  
Cell: +98912 406 7006  
Social Media: @24functionalclub  
Email: 24functionalclub@gmail.com

## Interior Design

### Mitra Ghorbani

Location: Elahiyeh St, Tehran  
Cell: +98912 243 37 41  
Social Media: mitraghorbani\_ir

### Leila Kalali Home Concept Store

Location: ASP towers, Tehran  
Tel: +9821 88 05 06 67  
Social Media: @leilakalalihomepluse

### Sarira Garden Low Maintenance

Location: Tehran  
Tel: +9821 88 94 41 05  
Cell: +98935 776 55 64  
Email: sariragarden@gmail.com  
Social Media: @sariragarden

### Azadeh Azizi

Location: Tehran  
Cell: +98912 846 09 12  
Social Media: @azadehazizigroup.com  
Website: www.Azadehazizigroup.com

### Hossein Rezvani

Location: Farmanieh, Tehran  
Tel: 021 26 12 54 62  
Email: nh@hosseinrezvani.com  
Social Media: @hossein\_rezvani\_iran  
Website: www.hosseinrezvani.com

### ZEEEN

Palladium Shopping Center, Moqadas  
Ardabili Street, Tehran, Iran  
Tel: 021 2266 8363

Email: hello@zeen.ir  
Social Media: @hossein\_rezvani\_iran  
Website: www.zeen.ir

# Trends calendar

## IRANIAN HOLIDAYS in 2022-23

GREGORIAN date	IRANIAN date
	● EVENT

	13 MEHR	15 MEHR	22 MEHR	29 MEHR	6 ABAN
OCTOBER	5 ● Martyrdom of Imam Hasan al-Askari	7 ● Friday	14 ● Friday	21 ● Friday	28 ● Friday

	13 MEHR	15 MEHR	22 MEHR	29 MEHR	6 ABAN
NOVEMBER	5 ● Martyrdom of Imam Hasan al-Askari	7 ● Friday	14 ● Friday	21 ● Friday	28 ● Friday

	11 AZAR	18 AZAR	25 AZAR	2 DEY	6 DEY	9 DEY
DECEMBER	2 ● Friday	9 ● Friday	16 ● Friday	23 ● Friday	27 ● The martyrdom of Hazrat Fatemeh Zahra	30 ● Friday

	16 DEY	23 DEY	29 DEY	7 BAHMAN
JANUARY	6 ● Friday	13 ● Friday	20 ● Friday	27 ● Friday

	14 BAHMAN	15 BAHMAN	21 BAHMAN	22 BAHMAN	28 BAHMAN	29 BAHMAN	5 ESFAND
FEBRUARY	3 ● Friday	4 ● Birthday of Imam Ali	10 ● Friday	11 ● Victory Day of Revolution in Iran	17 ● Friday	18 ● Mabaas Hazrat Rasoul Akram	24 ● Friday

	12 ESFAND	17 ESFAND	19 ESFAND	26 ESFAND	29 ESFAND	1 FARVARDIN	2 FARVARDIN	3 FARVARDIN
MARCH	3 ● Friday	8 ● Birthday of Hazrat Ghaem	10 ● Friday	17 ● Friday	20 ● Nationalization of Iran's Oil industry	28 ● Nowruz Holiday	29 ● Nowruz Holiday	30 ● Nowruz Holiday

	4 FARVARDIN	11 FARVARDIN	12 FARVARDIN	13 FARVARDIN	18 FARVARDIN	24 FARVARDIN	1 ORDI BEHESHT
APRIL	1 ● Nowruz Holiday	8 ● Friday	9 ● Day of Islamic Republic	10 ● Sizdah Be-Dar	15 ● Friday	21 ● Martyrdom of Imam Ali	29 ● Friday

	2 ORDI BEHESHT	3 ORDI BEHESHT	8 ORDI BEHESHT	15 ORDI BEHESHT	22 ORDI BEHESHT	26 ORDI BEHESHT	29 ORDI BEHESHT
MAY	1 ● Eid al-Fitr	2 ● Eid al-Fitr	7 ● Friday	14 ● Friday	21 ● Friday	25 ● Martyrdom of Imam Jafar Sadeq	28 ● Friday

	5 KHORDAD	12 KHORDAD	14 KHORDAD	15 KHORDAD	19 KHORDAD	26 KHORDAD
JUNE	5 ● Friday	12 ● Friday	14 ● Demise of Imam Khomeini	15 ● Anniversary of the Uprising against the Shah	19 ● Friday	26 ● Friday

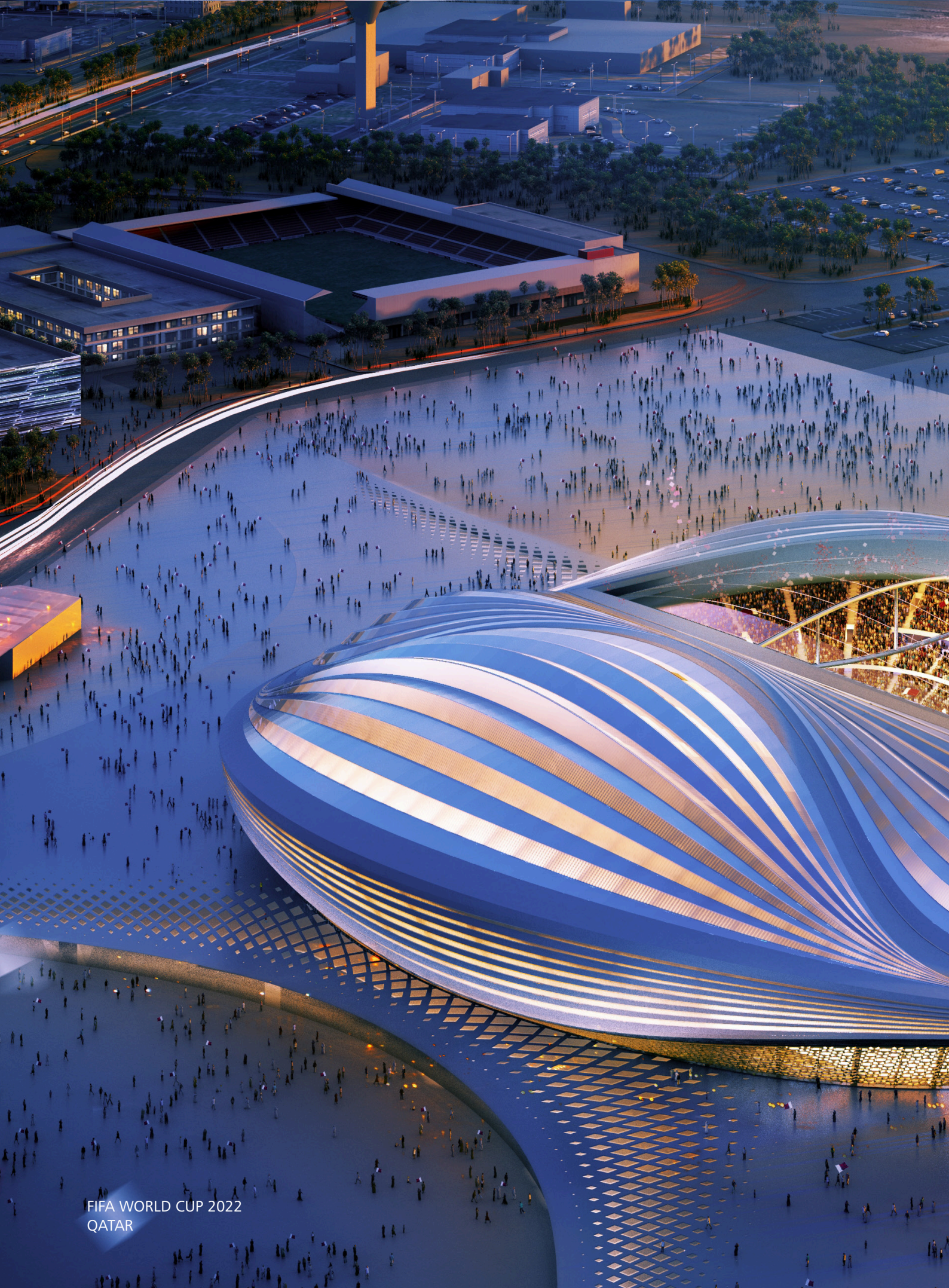
# Trends calendar

## IRANIAN EVENTS & EXHIBITIONS in 2022-23

<p>The 17th Int'l Auto Parts Exhibition</p> <p> 31 Oct – 03 Nov 2022</p> <p> Tehran International Exhibition Centre</p>	<p>The 22th Int'l Paint, Resin, coatings, composites &amp; plating industries fair</p> <p> 30 Nov– 03 Dec 2022</p> <p> Tehran International Exhibition Centre</p>
<p>The 4th International laser - photonics Exhibition of Iran</p> <p> 31 Oct – 03 Nov</p> <p> Tehran International Exhibition Centre</p>	<p>The 10th international exhibition IRAN LAB expo</p> <p> 10 - 13 Dec 2022</p> <p> Tehran International Exhibition Centre</p>
<p>The 7th specialized exhibition for non - operating defense industries</p> <p> 10 - 13 Nov 2022</p> <p> Tehran International Exhibition Centre</p>	<p>The 22st Int'l Exhibition HAMEX</p> <p> 20 - 23 Dec 2022</p> <p> Tehran International Exhibition Centre</p>
<p>The 26th Int'l Exhibition of Electronic, Computer &amp; E – Commerce</p> <p> 10 - 13 Nov 2022</p> <p> Tehran International Exhibition Centre</p>	<p>The 1st Exhibition of Application</p> <p> 30 Dec 2022 - 2 Jan 2023</p> <p> Tehran International Exhibition Centre</p>
<p>The 6th Int'l Fisheries Industry Exhibition</p> <p> 20 - 23 Nov 2022</p> <p> Tehran International Exhibition Centre</p>	<p>Specialized exhibition of restaurants, catering, fast food, industries and related equipment</p> <p> 30 Dec 2022 - 2 Jan 2023</p> <p> Tehran International Exhibition Centre</p>
<p>The 22st Iran Int'l Electricity Exhibition</p> <p> 20 - 23 Nov 2022</p> <p> Tehran International Exhibition Centre</p>	<p>The 7th international exhibition of agricultural &amp; new irrigation systems</p> <p> 9 - 12 Jan 2023</p> <p> Tehran International Exhibition Centre</p>
<p>The 13th Int'l Exhibition of Bitumen, Asphalt, Cement concrete, Insulation's Related Equipment &amp; Machinery</p> <p> 20 - 23 Nov 2022</p> <p> Tehran International Exhibition Centre</p>	<p>The 13th Int'l Exhibition of Architecture, Interior Design, Modern House</p> <p> 9 - 12 Jan 2023</p> <p> Tehran International Exhibition Centre</p>
<p>The 19th Int'l Exhibition of Iran Metafo</p> <p> 30 Nov - 3 Dec 2022</p> <p> Tehran International Exhibition Centre</p>	<p>The 9th Int'l Exhibition of footwear, bag, leather &amp; Related Industry</p> <p> 9 - 12 Jan 2023</p> <p> Tehran International Exhibition Centre</p>

### Important Note:

Please note that there may be changes (postponements/cancellations) as a result of the COVID-19 crisis.



FIFA WORLD CUP 2022  
QATAR



# Life Style

## Trends

Trends Lifestyle covers a wide variety of interesting topics such as: art, fashion, cinema, music, books, travel, sports, biographies and much more!

A big thanks to our knowledgeable contributors who wrote the articles or were interviewed on these subject areas.

We hope you enjoy!

### Disclaimer:

The writing style of our content may differ from article to article and is based on subject matters as well as our contributors' diverse backgrounds and writing styles. Certain statements in our content may also be the personal opinions of our contributors and not necessarily those of Trends Magazine.



Nasim Falahi

## A New Canvas for Creative Expression

Nasim Falahi earned a high school diploma in natural sciences before her fascination with art made her pursue an arts education. She studied graphic design in Honarhay-e-Ziba Art Academy in 2002, followed by a bachelor's degree from Payame Noor University in 2012.

Having participated in the second illustration festival for educational books, Nasim started her practice in 2005. She has since collaborated with several children's and young adult book publishers in books including *Water Lilies*, *The Moon Fountain* and *Where is my Birthday Cake*. She worked with *Sepehr* journal and the Ministry of Education magazine *Roshd* as an editorial illustrator. In 2006, she added a visual dimension to *Nonahal*, the largest Iranian children's website, following which she did illustrations for first to fifth grade Persian school books. Nasim was part of the group illustration exhibition "Shahrazad, Determined to Defeat Destiny" in Saba Art Academy, displaying works inspired by *One Thousand and One Nights*.

Nasim's post-modernist inspired paintings are characterized by the fusion of modern and traditional elements. Driven by her abiding passion for Persian pictorial carpets, she adopted Western painting techniques in implementing visual elements to carpet design. She used an array of materials to build a bridge between the two inherently different art forms, despite complications caused by

contrasting usages of visual elements and the differences in tools and materials.

She chose well-known works of art to create visual connections and engage audiences of all cultural backgrounds, drawing inspiration from Francis Bacon and Hannibal Alkhas. She strives to bring together the intellectual and cultural similarities in Eastern and Western art, and appropriate elements of oriental mysticism and western humanism, as did Gustav Klimt.

Choosing the carpet as a feminine art form, she fused carpet motifs with western art to reinvent the interplay, reaching a contemporary artistic expression and presenting an art piece with a contemporary perspective. Through recreation of renowned works of art, revisiting history, focusing on women as a recurrent theme in her work, and the human suffering, which has been present throughout history, Nasim portrays the preoccupations she shares with her works.

Recently, Nasim showcased her paintings in a solo exhibition titled "She Said I am That Bergamot" in Idea gallery.

She has several other collections of illustrations inspired by musical instruments, which she seeks to get published through interested international publishers. She is also seeking presentation for her novel style of carpet painting from Persian art aficionados, particularly international galleries.



Nasimfalahiworks



Mixed Media  
100x100



Mixed Media  
95x95



Mixed Media  
50x100

Mixed Media  
50x100

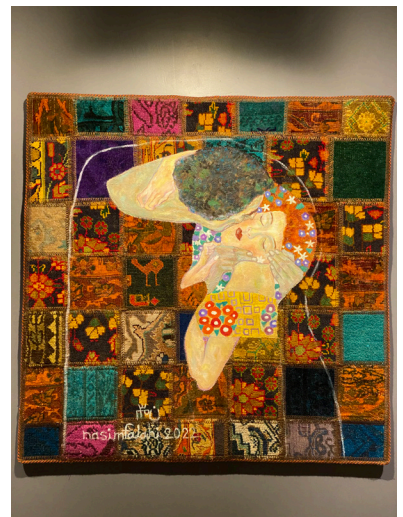
Mixed Media  
50x100



Mixed Media  
130x180



Mixed Media  
115x220



Mixed Media  
100x100

By: Behdad Najafi Asadollahi

ART



**Behdad Najafi Asadollahi**  
Artist, curator, and director of  
Ragadid Complex

Art is an interwoven part of the human existence, which results in artists being held in high esteem in society. There is, therefore, controversy among artists and intellectuals in human sciences surrounding the application of business and commerce approaches to the study of art and artistic activities in purely economic and administrative terms. Yet, art, much like all for-profit and non-profit operations, needs to make use of marketing and communication sciences to thrive. Needless to say, while the same communication and marketing principles apply to all commodities and services, the strategies and plans developed based on these principles are tailored to their specific needs of each domain.

Art marketing focuses on profitable practices that ensure building customer satisfaction and value and connecting to the target market and audience is a key component of the process. Simply put, art marketing is the systematized process of creating awareness, interest, and ultimately demand from customers

and audiences for an artist and their artworks. The generated demand is meant to create the will to acquire and purchase the pieces. The practical side of the process entails all activities performed by art creators and suppliers including artists, collectors, and galleries to boost trades.

The two main goals pursued by art marketing are new customer attraction and customer retention. The field borrows marketing practices from other goods and services, such as market research, consumer behaviour research and marketing communications including advertising and public relations, sales, distribution and after sales services. The following section covers the main terms in the domain.

## Art Marketing as an Economic Activity

### Marketing strategies, policies, and tactics

An art marketing strategy is the roadmap that outlines how art works and products are presented to create connections with the target audience and turn them into buyers. This strategy dictates the course of action and plans to achieve marketing goals and the target market position. Informing approaches and the overall marketing plan, marketing strategies are created for extended periods. A long-term art marketing strategy might be developed for a 5-year period and determine the annual and quarterly

marketing plan frameworks during the forthcoming period. Strategies are modified in response to feedback from the implementation of plans, and constant and inevitable market variations.

Art marketing tactics are the specific activities performed consistently and regularly to achieve goals set by the marketing strategy. Examples include organizing art exhibitions, social media promotions and systematic and media news coverage.

A significant distinction between strategies and tactics is that strategies are not as sensitive to time and technology. To illustrate, many of the strategies adopted by businesses to increase sales have remained unchanged through time, while the tactics adopted in keeping with them have evolved with time and technological advances. Tactics in direct marketing channels for example, have undergone a major evolution from mail campaigns to fax, to promotional emails in the digital age.

Art marketing policies are the set of guidelines developed in line with the leading strategies to manage day-to-day operations and determine frameworks, limitations, and priorities in the decision-making process. Reflecting the artists and suppliers' values and culture, these policies also regulate their professional attitudes.

### Art marketing plan

Part of the overall art business plan, the art marketing plan outlines the activities, budgets and timelines required to achieve predetermined objectives. It is based on the art marketing strategy and comprises relevant tactics and policies.

Currently, most professional artists and suppliers of art pieces such as galleries, exhibitions and auctions divide marketing plans into an overarching annual outline categorized into four quarterly plans to be developed and implemented.

Beyond the short-term sales of artworks, art marketing involves planning to raise brand awareness in the market and the art community as well as brand positioning for artists and art suppliers in the long run.



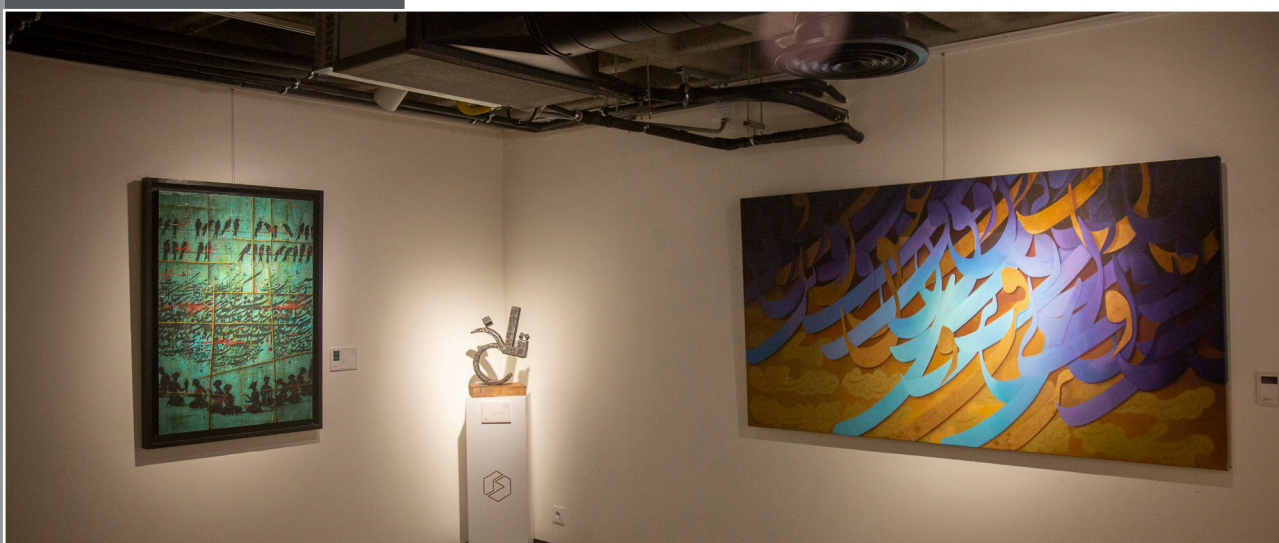
## Calligraphy: The Written Visual Art

Ragadid Art Gallery, located in Enghelab Sports and Cultural Complex, hosted some of the country's most celebrated calligraphers and sculptors. The exhibition, which brought together prominent painters, calligraphers, and sculptors for the opening reception, had over its course, the support of artistic directors from different cultural institutions.

Spread over four well-equipped halls in Ragadid Gallery, the exhibition opened to the public featuring over 80 works by 44 artists. "The enthusiastic response to the show prompted us to plan another exhibition with the same theme for next year," says Behdad Najafi, who not only curated the event but had a calligraphy painting piece on display.

painting, which portrays the artist's passion and infatuation, to new heights." Having experienced ups and downs, calligraphy painting is now expanding and evolving and has found a large international audience." She views such exhibitions instrumental in bringing together artists and art lovers. "Calligraphy painting introduces the audience to a blend of modern and traditional art," Arian said.

"Sheida Nebesht" was the second event jointly organized by Khanesh Moaser Art Academy and Faradid Honar Art Institute in Ragadid Complex. Opening hours were extended till midnight for the final week of the event, which increased attendance.



According to Najafi "Sheida Nebesht", which was the central theme of the show, "explored the application of writing in Iran's contemporary visual culture and the related visual artworks." The gallery will carry on by showcasing different art forms including watercolour, photography, sculptor, installation, video art, and performance. "This" said Najafi "will be coupled with plannings for various art workshops, training courses and expert meetings."

"Calligraphy painting is a new phenomenon in Iran's modern art scene," says Saeideh Arian, the artistic director of the show about the theme and content of the exhibition. "Synthesizing writing, shape and colour, painting supplements calligraphy to bring calligraphy



By: Ghazal Mostafa



U.S. Based Founder &amp; Creative Director of Jila Atelier

JILA SABERI

# Captivating Designs Make Elegant Brides



Exclusive Design Inspired by Azadi Square, Tehran, Iran

Jila Atelier is run by a distinctive couple involved in the fine arts. Jila is a fashion designer known for her unique ideas and modern structured gowns. With over 15 years of experience in the fashion industry, she has worked with international brands such as Pennyblack and Solar. She established Jila Atelier in 2012, with her first RTW line featuring asymmetrical and structured pieces.

Ali has been an architect and sculptor since 1995. He established his architectural firm in 1997 and has been pursuing his artistic passion ever since. Known for his exceptional artwork and designs, Ali has experience in architecture, furniture, interior design, jewelry, and sculpture.

In 2017, they decided to run Jila Atelier jointly, using their knowledge of design to create high fashion with a unique and innovative twist that will leave the audience longing for more. Jila Atelier carries two fashion lines, haute couture and ready-to-wear. Haute couture, bridal, and eveningwear are done using the best Chantilly lace from France and silk from Italy. All appliques and embroideries are hand finished and lined with silk charmeuse. The ready-to-wear collection is also made of high-end luxury fabrics such as novelty silks. The classy outfits with unique designs are all also lined and finished with a beautiful silk charmeuse. Jila Atelier is all about individuality and artistic expression, making women feel unique and stunning.

Thank you so much for giving Trends this exclusive interview despite your busy schedule, we are very grateful.

**Please tell us about yourself and your journey. Why did you choose fashion design as a career? What was the motivation that led you on this path to design wedding and evening gowns? What is your favorite part about running a bridal fashion label?**

I studied fashion design in the University of Science and Culture in Iran, but I started working in fashion business, which helped me understand the market and the business of fashion. However, after about ten years of hard work in fashion marketing, I decided to go back to design since I always felt like something was missing from my career, and it was creativity.

So, when I moved to the U.S., I decided to launch my own line since I had enough knowledge in fashion business. Being in Los Angeles, which is the biggest red-carpet city, and with all the events going on here, I was inspired to choose evening wear and bridal wear. Moreover, I believe couture is the most artistic area in fashion, where you can have the highest level of creativity in design.

My favorite part about running a bridal or couture label is, of course, having a part in their big days and helping them to present the best version of themselves.

**Who in the fashion industry inspires you the most and why? Where do you look for creative inspiration? Who are some of your**

**favorite fashion designers of all time?**

My all-time favorite fashion designer is Madeleine Vionnet. Her ways for cutting the bias cut dresses and all her feminine styles are very inspiring to me. Plus, I believe she was a true businesswoman.

I always check the latest designs of all prominent designers and leaders in this industry. However, it is very important to not have other designers influence your own creativity.

I believe designers should retain their signature elements to differentiate themselves from others.

**Who is the typical Jila Atelier bride? Describe the process when working with brides. Does the bride have something in mind first**

**or do they choose from certain looks you offer? How do you want your clients to feel when wearing your gowns?**

Although we attend to a diverse clientele of brides with a variety of tastes, our typical bride is very romantic and feminine with a touch of creativity. While working with a bride, we try to make her unique and different on her



special day. When a bride first comes to us, we start with some questions about the ceremony and reception, before going over her character to see what makes her feel more comfortable. Does she like to look romantic, dramatic, or classic? After that, we move on to the bride's body type and face. We try to figure out the best, based on the issues in her body, covering those and accenting the strengths. It is a fun process, and we spend about two hours with each bride in the first appointment.

Some brides know what they want, and we modify their ideas according to their body type and personality. However, with some of them we need to spend more time finding out what makes them happy, as I always want my clients to feel contented and confident when they wear my designs.

**What's your favorite fabric to work with and why? Do you have a favorite dress that you've designed? Why?**

While the choice of fabric depends on the design, I often work with silk as it is more comfortable for brides and

the look comes out better. I love all my designs as they all describe my creativity and mood, at the time I designed them. But my favorite collection is the one I designed with my husband. He is an architect and we decided to bring some of Iran's famous architectural buildings to fashion. It was a challenging project, but it was fun, and we enjoyed the whole process.



**Please tell us about a few of the challenges that you met along the way and how you handled them.**

Working in the fashion industry is very challenging, be it fabric resourcing, pattern making or sewing. However, I believe the most difficult part is making clients happy without sacrificing the designs.

**How has your multicultural life, Persian heritage, and life in America, influenced your career?**

**You have recently used some of Iran's most iconic architectural masterpieces in your designs. Please tell us what made you choose them and how they've been received by both Iranian and American audiences.**

Most Americans like to know about other cultures and are very interested in the works of designers from other countries. When my husband and I decided to start this project, we expected Iranians all around the world to respond well, but we didn't know how Americans would react to the designs. While they like the designs individually and give us lots of positive

comments, as soon as they know what the story behind this collection is, they get impressed. For instance, we got positive feedback on the dress inspired by Azadi Square, but when they see this architectural building, they view the design as a valuable artwork. Getting back to your question, I don't have many issues as an Iranian working for American clients since evening wear and bridal gowns are similar in most cultures.

**What skills would you say are necessary for a successful fashion designer? What advice would you give to young designers?**

A successful fashion designer either needs to know everything in this industry from pattern making to sewing to marketing, or they need to hire people to do each stage professionally. If a designer wants to start a fashion line for themselves, I recommend being patient and working for larger companies or designers until they gain enough experience to start their own business. Otherwise, it is best to specialize in one area, such as pattern making, sketching, technical design, or marketing so they can find a good position.

**What do you predict will be the next big trend in bridal and what is on the way?**

I believe there are going to be more complicated and sophisticated designs in the next two years as people are getting more interested in crazy looks day by day. Some people don't like to wear conservative ideas and show more courage in their choice of clothing.

**Is sustainability on your agenda (now or in the future)?**

We use natural materials for couture, do most of the job by hand, and most importantly, we don't produce in large quantities. Everything is made by order. Therefore, we do our best to reduce our impact on the environment as couture and customization are less harmful to the environment than other forms of fashion.

**What else are you passionate about apart from fashion? What's next for Jila Saberi?**

I have always loved teaching fashion students, and I designed some fashion courses for Iranian students who don't have access to international fashion schools. I am also teaching couture at a fashion college in California. It is my ambition to have my own fashion school someday.

# Bridal Makeup Trends 2022

It is interesting to know that according to the 2020 "Wedding Wire Newlywed" report, Autumn, especially the month of October has been the most popular season for couples to throw wedding parties, in the past recent years. The reports confirm that this year Spring and Summer have been the busiest times for wedding ceremonies. With the reduced risk of Covid-19 and destination weddings coming back as a popular option along with the removal of the travel restrictions, celebrating different occasions away from home, has added up to the number of different ceremonies held in the spring and summer of 2020 and 2021. A perfect wedding celebration requires a well prepared plan coordinated by a professional team. This planning includes various steps before it is finalized, therefore there are times when all these tasks become frustrating and complicated. Considering all the preparations, sometimes brides can be super sensitive and edgier than others. How they look on their big day is what matters the most. However, it is the mutual wish of all the brides to look their most aesthetic on a day

many people describe it as the most momentous day of their life. Selecting the dress, flowers, bridal veil, accessory, shoes, makeup, and hairstyle, all in all, not only must look exquisite, but also have a concurrent harmony. All the above mentioned factors have a greater impact on the bride's elegance. Our aim is to exclusively discuss bridal makeup. Remember the bride's taste and the makeup artist's perspective of the bride's look on the day or even on the bridal photo shoot day are both very important, we all know that the effect of the trends is an inevitable factor in making the final choice, most people, willingly or unwillingly, follow the trends while choosing their wedding dress, the venue decoration, and many more aspects for a perfect wedding. It is believed that the bride's makeup is also very important. Social Media and the international world of fashion has a very important role. Even though these trends might be distinctive all around the world, everybody approaches a general definition of beauty as the "Beauty Standard", which varies from heavy makeup to no makeup look, we intend to introduce the latest bridal makeup trends in this article.

## 1 Simple but chic

In the last few years and during the Covid-19 pandemic, we witnessed less interest in heavy makeup with a plethora of contours among women and the role of skincare became more important compared to the makeup with high coverage. Important fact is that skin care is a key factor in bridal make-up as well. In this regard, renowned make-up artist Gucci Westman added that: "I'm seeing that many brides are opting for classic looks that enhance their natural beauty rather than a big transformation, which I always suggested! To pull this together, go for flattering rosy shades on the cheeks, a mattifying bronzer to warm up the skin, and a "your lips but better" pop of color on the lips."

Notwithstanding the recent popular "no makeup looks", which might not suffice for the wedding day. The thing, though, that has become popular with brides is moderation and sensible equilibrium between the past heavy makeup look and no makeup look. No one appreciates looking like someone else. On the contrary, the flaws are covered virtually by maintaining the general state of an individual's face and the beauty of each person's face becomes bolder. It can be said that this is the favorite bridal makeup trend in 2022.

## 2 Rosy cheeks

Another trend that has been popular in recent years, and appears to be seen in upcoming years is more usage of blush, particularly pink and peachy theme. What confirms this claim is the increasing production of blush, especially the creamy and liquid ones, by various makeup brands. The proper use of blush makes your face seem more buoyant and younger. In the past, numerous brides did not genuinely favor blush specifically on their cheekbones and contouring was more important, but the number of brides showing interest for using blush is increasing every day.



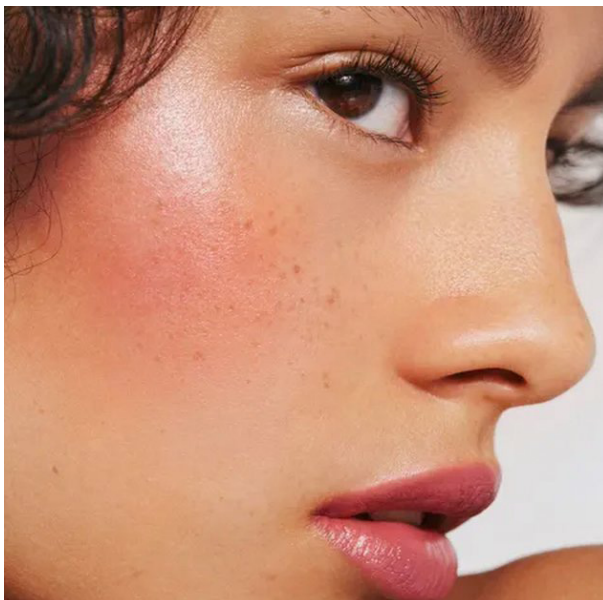
PAT McGRATH LABS-Blush

## 3 Goodbye to false lashes

We previously discussed that simplicity and chic are more popular these days. Following this trend, long and false eyelashes seems to be less popular among brides. On the other hand, many still desire their eyes to look more doe and siren. Eyelashes types and their application method modify the shape and correct the form of the eyes, but usually brides like their eyes look more natural and inconspicuous. Individual natural eyelashes are more popular than before. In addition to a more natural appearance and creating more choices for makeup artists, it is more convenient to endure them on the eyes for long hours during wedding ceremonies. Moreover, the bride's eyes become less tired and heavy.



Diorshow Mascara



## 4 Another year of Smokey eye makeup

Do not underestimate the power of Smokey eye makeup in making the eye's look more attractive. This eye makeup style is still pretty much popular among brides. This year, however, totally black and Smokey colors have become less popular compared to brownish and more natural colors. Smokey eyes, with earth-tone colors, are also known as Soft Smokey are completed with a hint of shimmer, giving dimension to the eyes and matching them with a peachy nude or light pink lipstick. This is the Smokey eye look we want today.



Dior - 5 Couleurs Eyeshadow Palette

## 5 Matte is outdated

In the past recent years, we've noticed that the matte makeups have become less popular. Different make up products came to the market to cover all the skin shininess and make the whole skin look completely dry and matte. Nowadays we have noticed the change, the flashy and shiny makeups are back, they make the skin look fresher and more natural, the shine based makeups have overcome the old matte versions. Same trend applies to lipsticks as well. Experts at Rodial say, "We are seeing that brides are choosing bright, natural, and dewy skin in 2022—it's all about glossy and glowing complexion." also, lip gloss has replaced matte and 24-hour-lasting lipsticks this year.



PATRICK TA - Major Glow Highlighting Mist

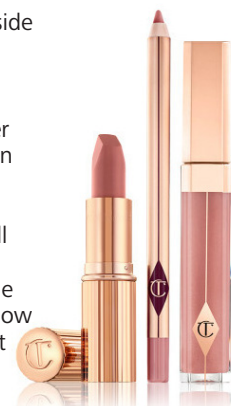


Charlotte Tilbury-Luxury Eyeshadow Palette of Pops-Pillow Talk



Charlotte Tilbury-Pillow Talk Lip Kit

In choosing the wedding day bride's makeup, her taste, her choice alongside her face shape, skin color, hair, and other major factors are very crucial. The trends might be beautiful this year, but they may look like a disaster in 10 years. Therefore, our suggestion is to select the best option based on your facial features, preference, and character. Remember makeup as well as your other wedding day elements must present you and must be unique version of you. Thus, do not only follow the trends. Also make sure to consult your makeup artist for choosing the best makeup for your face, this will help you not to regret your decision years from now by looking at the photos.



Charlotte Tilbury-Pillow Talk Lip Kit



## A Candid Conversation with Shaghayegh Farahani

By: Reza Taeb

Shaghayegh Farahani, born on 24 July 1972 in Tehran, Iran is a successful Iranian producer, writer and actress. She is the oldest daughter of veteran Iranian actor Behzad Farahani and stage actress Fahimeh Rahiminia. Her sister is actress Golshifteh Farahani.

Shaghayegh has appeared in more than 70 movies such as 'Where Are My Shoes' (Kafshhayam Koo) directed by Kiumars Poorahmad alongside Reza Kianian, Majid Mozaffari and Roya Nonahali. In 2015, she played in company of Mohammad Reza Foroutan in Farzad Motamen's feature film 'Twilight' (Sayeh Roshan). Recently she starred in "Ghayeghran", a drama feature movie directed by Mohamad Asadnia.

*Shaghayegh Farahani*

**Please introduce yourself and give us a bit of background. Undoubtedly, having artist parents had a great impact on your creative life. Were you interested in acting due to your parents' involvement in the acting world?**

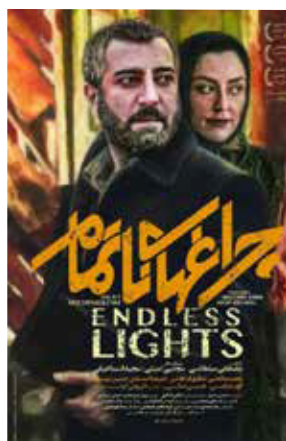
I studied graphic and visual arts in high school, and painting at the university, but unfortunately, I did not finish my bachelor's degree.

Regarding the impact of my parents' acting on me, in this world according to my observations and understanding, a child's parents are the most influential people in his or her choice of a job, field of study or the child's behavioral approaches. My mother and father both studied arts, and I grew up in an art circle where I was influenced a lot by my parents as well as by my peers.

**Your artistry in cinema, theater and television and of course the VODs, has made memories for people for many years. Which art medium is your own preference? Please also describe your favorite genre.**

In terms of the priority of theater, television, cinema or VODs, it really does not make any difference to me artistically at this time. But unfortunately, due to Iran's poor economic conditions, for financial reasons and despite my own wishes, I have had to act in films that were not exactly to my liking. On a personal level, I am interested in playing enduring and challenging roles in different genres, and for me, challenges of different role playing have always been of special importance. I have therefore mostly tried to avoid similar roles and typecasting.

According to the teachings of my parents, I have also tried to respect public opinion and beliefs and to walk shoulder-to-shoulder with people of my country. If I cannot be beneficial and effective, I try not to cause harassment and disrespect to others at least.



**In your opinion, what is the impact of acting schools by theater and cinema artists on the artistic future of Iran? Is there a standard set for these classes?**

Regarding these classes, since I am not a teacher, I cannot give a professional opinion. My opinion is based on my personal interests and knowledge. As for the effect of these classes, as long as they are not merely a source of income for their organizers and they have a cultural aspect, they certainly will be effective. Some people assess their own potentials in these classes, appreciating that the path ahead in going on stage is very difficult and simply not what they had in mind. On the other hand, many people discover their real interests; for example, those who have taken these acting classes,

but eventually have gotten into screenwriting, stage design, etc., and moved in another direction. And then of course there are those who, despite the high cost of these classes, unfortunately fail and simply remain frustrated.

I once accepted the suggestion of a friend who organizes these acting classes to share my professional experience with some students. I was very excited and at the same time very anxious as I did not have enough self-confidence to take on this assignment. But it was a wonderful and very important experience in my life. Unfortunately, I was unable to send my best students on a fruitful career path as, in this profession, what counts most of all is connections and having an inside track, which has always saddened me immensely.

**Cyberspace in Iran has many fans and critics. The presence of artists and athletes in this space has provided a platform for direct communication with the audience. Has the audience's criticism disrupted your artistic, intellectual and personal life?**

Thank God cyberspace has not been able to affect me. I have always tried to keep my privacy and personal life away from my work life. In general, criticisms and compliments, whether in our private or professional lives, are tolerable. But when an experienced and knowledgeable artist gives an opinion, whether in praise or as a critique, it will be effective as it will get our attention.

**In your opinion, how much influence do artists have on social and cultural currents, from the environment to the rights of different social groups, etc.? Do you have a memory or personal experience of this phenomenon?**

Artists will definitely have some good effects in certain social and cultural areas of people's lives. But there have been times when a few of my colleagues have commented on subjects without having any expertise, which in my opinion has brought the respect of other colleagues under question. Wrong opinions weaken the effectiveness of right opinions and may even erase them altogether.

As artists, we should try to make a constructive and positive move, even on a single level. It is true that it can be more effective with more people, but if you are alone, you should not be afraid and you should start a good movement anyway. For example, about 20 years ago, a group of my artist colleagues and I started a recycling effort. At first, we were not taken seriously, but fortunately I have noticed that in many areas around town wet and dry waste are separated, and this may be a small support for our environmental protection.

Also, I remember in 2006, a group of us together with my parents and a number of my close friends and colleagues (like Ms. Sareh Bayat and Mr. Mohammad Reza Ghaffari) recorded the soundtrack for a CD from a very prestigious college in Spain about what causes global warming. The CD explained how excessive human consumption of meat and dairy products has caused the greatest damage to the environment. We tried making people aware that dairy, contrary to what is believed, can not only cause osteoporosis in some cases, but can also be very harmful in other ways, and that the propaganda for its consumption may be purely for economic reasons.

**Do you work in other fields of art?**

No, I do not have any other activity; I do photography in a completely personal way, which is related to my field of study as a student in my younger days. My grandfather and his parents were prominent Iranian photographers and I have been interested in photography since I was a child. I stopped painting around 92-1991.

# Retelling the Story of Persian Classical Music

MUSIC



## Please introduce yourself, describe your musical backgrounds and include details about your band.

My name is Omid Azak, and I was born on May 12, 1986, in Malayer. My musical journey started in 2011 when I attended the late Mohammadreza Lotfi's Radif analysis courses. Later, I had the honour of learning from other classical music visionaries including Ali-Asghar Shahzeydi, Ali Akbar Golpa, Ali Jahandar and Mehran Mehrnia for vocal lessons, Bahram Saed, Maryam Tazhdeh, Ehsan Emami, Mohamad Ahmadvand and my first tar instructor Mostafa Haj-Amini.

Mehr band was founded in 2021 on my initiative, with the aim of promoting Persian classical music. The band line-up comprises the following

1. Omid Azak: vocalist and band leader
2. Ahmad Navabi: kamancheh
3. Farshad Malmir: santur
4. Vahid Taheri: bass guitar
5. Ehsan Sadeghi: tonbak, daf and percussion instruments

## What made you gravitate towards Persian traditional music? Which artists inspired you to make Persian music?

The genre, particularly Persian vocal styling, has always been compelling to me. I recall listening to master Mohammadreza Shajarian's celestial voice as a child because of my father's fascination with Persian music. These captivating tunes, which encapsulated the essence of Persian



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classical music, drew me to courses, performances, and festivals, where I garnered awards and acclaim.

## What is your assessment of the current state of Iran's traditional music? What are the main challenges for this genre?

With various bands constantly emerging, Persian music is thriving. Despite this growth, however, there has been little support for up-and-coming bands and musicians from the public and private sectors.

## What actions and initiatives have Iran Music House and the Ministry of Culture taken in support of the genre and how should these contributions expand?

Such institutions are unable to assist the musical community without adequate funding. Iran Music House doesn't live up to the promise of its name since as far as I know, it

is supported by funding from its members. Iran's music scene is different from more advanced societies, where music enjoys extensive state support. However, some great strides have been made towards this aim, including the foundation of a credit fund for artists, and providing them with insurance coverage. Culture and art are the pillars of a growing, dynamic society and the ministry of Culture is assigned the task of creating a space where they can flourish.

## To what do you attribute the global appeal of Persian traditional music? Are you planning any international performances?

People are drawn to traditional and classic music. When it comes to Persian music, they like to get a feel of the instruments that recount the rich history of a civilization which has seen days of magnificence and glory.

For my overseas performances, I aspire to present a blend of different art forms. For example, Naqqali, or Iranian dramatic storytelling, and music would not only mesh together perfectly, but the combination could introduce ShahNameh to the world.

## Which of your albums or songs do you consider the most successful? What is your greatest professional achievement?

Of all my works, I would call the cover version of "Shod Khazan" the most successful. Originally recorded by Javad Badizadeh in 1934, the song remains popular over 80 years later. This cover, produced in collaboration with Hossein Behroozinia and Kambiz Ganjei, was released on December 31, 2018, to commemorate the anniversary of the singer's passing.

The highlight of my career would be winning first place in the second Iraj Bastami Music Festival, held in 2015.

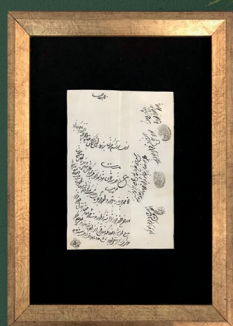
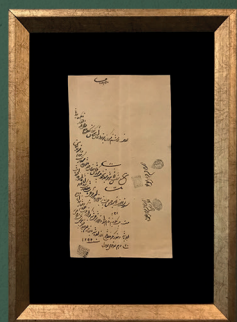
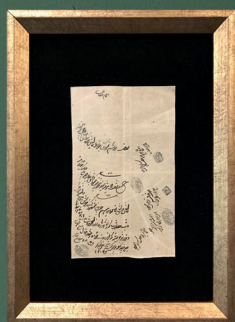
## Please provide an example of a challenge you faced and explain how you overcame it.

I recall one occasion when we were scheduled for a late-night performance on Bahamestan show, aired from Jame Jam TV, when defying fatigue, we delivered an outstanding performance.

## Do you have any additional thoughts or messages?

I would like to thank you and hope that we can reach international audiences to create a broader understanding of our art and culture.

# Liqeh



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Reza Taeb

## Star Wars: Qatar World Cup 2022

Reza Taeb, who was born in Tehran in 1987, is a member of the board at Ara International Consulting, with a software engineering degree from Azad University and Google Ads and PMI certificates.

As a part of Ara team, he was appointed as the marketing and sales manager at Trends magazine, as well as the CEO at Hamayesh Ara company. He has years of management experience in companies such as Rosh, the first department store in Iran and the French Go Sport, which represents 500 brands. He has also worked as the marketing manager at Asia Brand, and as an advisor to several sports and business managers. Reza gives us an overview of the Qatar World Cup and the competing teams.

When the last World Cup ended, not even the most pessimistic scenario could have predicted everything that was in store for the world, from the coronavirus, which claimed the lives of so many and restructured the global economic order to the Russian invasion of Ukraine. Having redefined human relations and reminded us of how much we need each other, the pandemic is now almost in the rear-view mirror.

As people are navigating to what comes next, they are going back to concerts and stadiums, cheering and rejoicing. Now, the most important sporting event in the world is upon us and more than 5 billion people will tune in to watch the matches.

The World Cup once again brings people together to feel elated and heartbroken and enjoy the performances of their iconic stars.

The big shock of the event was the March 26 headline that read "Italy Out of World Cup", meaning yet another tournament without the four-time winners. If you're not a huge travelling fan amazed by the attractions of Rome and Milan or follow exquisite Italian fashion and design, you must still be in awe of Italy's national team. Moving on to France, The French superstars with their high price tags are favored to win this world cup. Karim Benzema, Mbappé and Pogba are part of the French squad that boasts world-class players.



# STAR WARS

We can't talk about soccer without including Spain, with its passionate league and legendary teams Real Madrid and Barcelona that thrill football lovers all year round. The results of one survey suggest that the Spanish see their national team among the top four, meaning pressure is mounting on La Roja coach Luis Enrique. Next comes the roar of the well-oiled German machine. Hansi Flick's side at Qatar World Cup will be a balanced blend of young and experienced players.

Some other teams from the green continent about to stun viewers include the Orange Tulips of the Netherlands, the Belgian Red Devils, the Danish Dynamite and Croatia's The Checkered Ones.

Those not particularly interested in soccer may find it hard to believe that in Brazil and Argentina soccer is religion, and people worship their footballers.

A region with the most promise for soccer has gifted the world with some of the best talents, from Pelé and Maradona to Neymar and Messi; legends who have created the most watched football moments and seared their names deeply into World Cup culture. To these players, the World Cup is not a sporting event but a war that would leave them disgraced before a nation were they not to win.

A major part of the tournament is made up by Africa's black diamonds who are playing key roles in European football. African teams have come a long way, working on their weaknesses, and are rising football powers. Cameroon, Senegal, and Ghana are now a force to be reckoned with. They are not alone in being on an upward trajectory, though. Japan, South Korea, Saudi Arabia, Qatar, and Iran each bring their unique style to football and results of pre-World Cup friendlies show Asian teams play Europeans with comparable quality. Saudi Arabia and Qatar are investing resources to attract some of the world's greatest coaches to their domestic leagues and are hoping to end the tournament on a happy note.

Football took a backseat when the 2022 World Cup draw paired Iran with the US, England, and Wales in Group B. The tense political relations between Iran, the US and England, and the unclear outcome of JCPOA talks mean

that we will see more than simple soccer matches. Although FIFA has historically attempted to avoid politics impacting football, politicians view football as a social phenomenon.

Going back to soccer, according to Transfermarkt, the combined British squad is valued at 1 billion euros, making Gareth Southgate's side the most expensive at the tournament. It is, perhaps, with that in mind that England's die-hard fans can't see their team coming back home empty-handed. For Iran, brilliant performances by Mehdi Taremi, Sardar Azmoun, Jahan Bakhsh, and Beiranvand in Europe and Queiroz's return as coach have raised Iranian fans' expectations,



which can make for a thrilling encounter with England.

While Iran emerged victorious from the match against the US in 1998 World Cup France, we should expect the balanced team to be up for the challenge this time and aiming to win.

Following FIFA's announcement about the prize money, Qatar 2022 has been called the most expensive in history. Here we break down the prize money on offer at different stages in Qatar.

Champions: \$42 million  
Runners-up: \$30 million  
Third place: \$27 million  
Fourth place: \$25 million

Fifth-eight place: \$66 million (\$17 million per team)  
Ninth-16th place: \$104 million (\$13 million per team)  
17th to 32nd place: \$144 million (\$9 million)

Based on FIFA regulations, 30% of each team's earnings go to the players. Of the 42-million prize for the champions, therefore, 30% (\$ 12.6 million) will be distributed among the players (\$547,000 each). Even teams that drop out during the group stage of World Cup 2022 will walk away with 9 million euros, 30% of which (\$ 2.7 million) goes to the players, with each player getting \$117,000 dollars.

There is no telling what may happen in future, but experts believe that Qatar 2022 will be the final appearance for iconic stars like Ronaldo and Messi. With a host of unrivalled achievements, the two legends have made children fall in love with football and compelled fans to watch games.

Although the football world is awaiting the emergence of new stars at the World Cup, the thought of the two players' decline has fans worried and drawn different reactions on social media. All we need to do now is wait to find out which captain will lift the trophy and emerge triumphant from the war of the superstars.



# Iran at Qatar World Cup 2022

By: Dr. kourosh Resalati



Autumn is fast approaching and anticipation surrounding the World Cup is already building for us Iranians. Even those who normally have no interest in the game are swept up in the excitement and will, even if out of curiosity, watch a game or two. It has been particularly important since Iran secured their spot at the 22nd edition of the FIFA World Cup with a winning streak during qualifiers. Qatar 2022, which takes place in November, marks Iran's sixth appearance at the FIFA world cup.

As we count down till the tournament starts, here is everything you need to know about Iran in the World Cup, including fixtures, stadiums, and opponents.

## Iran's World Cup history

Having appeared in the World Cup five times in Argentina (1978), France (1998), Germany (2006), Brazil (2014) and Russia (2018), Iran have never advanced from the group stage of the tournament. This time, making it to the round of 16 can be an exquisite achievement.

## Iran's World Cup draw

On April 1, Iran were drawn into Group B, where they will meet England for their opener. One of the top teams in the world and the tournament with a formidable line-up, The Three Lions put themselves back on the football map after their runner-up finish at the UEFA European Championship last year. Having punched their tickets to Qatar by beating Ukraine, Wales are Iran's second opponents. Iran will then play USA and hopefully win like the last time they played against each other in France 1998.

It is quite a kind draw compared to World Cup 2018, when Iran was paired with Spain and Portugal. Given that two teams can progress through the group stage, Iran can still make it to the next round.

## Iran's World Cup schedule

FIFA World Cup Qatar 2022 kicks off on November 20 and will be played until December 18. Iran face England first, on November 21, at 16:30 Iran time. The game against Wales comes second on November 25, at 16:30. Iran then close with a game against the USA, on November 28, at 22:30.

Should Iran finish top in Group B to qualify for the knockout stages, they would play against Group A runners-up in Al-Bayt Stadium on December 3. A second-place finish in Group B would put Iran against Group A winners on December 3, in Khalifa International Stadium.

## Stadiums

Iran will play in three different stadiums in the group stage, and a fourth one if they make it to the knockout stages.

## Ahmed Bin Ali Stadium: Iran vs. Wales

Iran will then travel to Al Rayyan for the game against Wales in Ahmed Bin Ali Stadium three days later. With a capacity for 40,000 people, Ahmed Bin Ali will be the only stadium in Al Rayyan that hosts World Cup matches which include group and knockout stage games.

## Al Thumama Stadium: Iran vs. USA

The 40,000-seat stadium, built in Doha specifically for the World Cup, is known for its spectacular architecture. Al Thumama Stadium, which was constructed in 2021, will host Iran's third match. Known as one of the most beautiful stadiums in this edition of the World cup, it has a design that represents the Ghafya, a traditional cap worn by Arab men, symbolizing Qatar's culture.



## Khalifa International Stadium: Iran vs. England

If you are wondering which stadium Iran and England meet in, here is your answer. Founded in 1976, Khalifa International Stadium is the oldest and best-known stadium in Qatar. The 40,000-seater will play host to matches in the group and knockout stages, including Iran's match if they get to the next round in second place.

## Tickets

Those who wish to watch the matches can create an account with FIFA and apply for the tickets.

Reserving a seat to the world's biggest sporting action is not simple, though. Because of high demand, the tickets for the tournament have been sold through a Random Selection process since the second Sales Phase.

GROUP B				
England	Iran	USA	Wales	
Iran	England	Wales	USA	
USA	Wales	Iran	England	
Wales	USA	England	Iran	

**FIFA WORLD CUP**  
**Qatar 2022**



## Predictions

FIFA World Cup Qatar 2022 is only 42 days away, and with Iran's good results in friendlies, hopes are high among Iranian fans that Queiroz's squad can progress beyond the group stage. The website Football-Rankings has released probabilities and statistics, and each team's chances of advancing through the group stage. Interestingly enough, Iran is reportedly the Asian team with the highest likelihood of getting to the round of 16. Presented in percentages, the probabilities are generated by running 10,000 simulations of potential outcomes using

with 70.67%, either as winners or runners-up. Next are Iran (46.38), USA (42.87) and Wales (40.08). The other columns represent chances of each team qualifying for the quarterfinals (QF), semi-finals (SM), final (F) and winning (W). Iran have been given a 17.98% chance for the quarterfinals, and 4.21% and 1.05% for semi-finals and final, while the chances of Iran winning the tournament stand at 0.30%.

The simulations give the world's top teams the following chances of winning the World Cup:

This implies that the odds of Iran finishing top and Netherlands finishing as runners-up in their respective groups are zero.

As illustrated by the next figure, providing Queiroz's side make it to the quarter-finals stage by beating the Netherlands, Ecuador, or Qatar, here Group B winners and Group A runners-up would play Group C winners and Group D runners-up. This would, with a 4.31% chance, put Iran against Argentina at Lusail Stadium on December 9.



the NT prediction formula, for goals scored in a match depending on the win expectancy.

Starting with Group B, England has the highest chance to finish first place with 43.56%, followed by Iran (20.85%), USA (18.67%) and Wales (16.92%). Next comes, as detailed by the figure, the probability of each team finishing second to fourth, while the chances of Queiroz's side stand at 25.53%, 27.60% and 26.02%. The last column lists average group positions, giving Iran 2.59, which is a higher chance of finishing as runners-up than the US (2.69).

The next table illustrates the likelihood of each team qualifying for the next stages. Here too England sits on top

Brazil 32.90%  
Argentina 24.76%  
Spain 6.91%  
Belgium 6.79%  
Netherlands 6.49%  
France 4.88%  
Portugal 4.65%  
Denmark 3.09%  
Germany 2.10%  
Uruguay 1.35%  
Croatia 1.28%  
England 1.11%

Based on the simulations, if Iran top the group, the odds of them coming up against Ecuador and Qatar are 7.41% and 5.89%, respectively. According to Football-Rankings predictions and simulations, there is no chance that Iran would face Senegal and Netherlands.

Should Iran finish in second spot and get through the round of 16, they will come up against the winners of the match between Group D tops and Group C runners-up, with a 5.03% and 3.73% chance of facing France and Denmark. Iran is unlikely to play against Poland.

Given the low probability of Iran advancing to the semi-finals, the simulation ends here for Iran, without Iran ever making it past the quarterfinals.

The most probable final match scenarios suggested by the simulations are Belgium and Brazil (7.23%), Brazil and France (5.81%), Argentina and Belgium, Brazil and Argentina (5.65%) and Brazil and Portugal (5.19%).

By : Maryam Rahmani



# Rising to the Top

Mohammad Ali Bayat commonly known as Mo Ali was born on 29th August 1989 in Tehran.

Mo Ali enjoys other sports, such as, Volleyball & Paddling. But most of his time is occupied with work and boxing.

He is not a big fan of travelling, because all of his travels have been work-related, for example traveling to attend boxing events in Marbella, Croatia, Germany and many other places where he stayed for 2-3 days for the matches and flew back right after the event. He takes business very seriously and when it's about business, he initiates, executes and starts working on his next target. If he had the option to choose another country for living, that would be London due to his boxing career.

Thank you so much for giving Trends the opportunity for an exclusive interview.

**Please introduce yourself.**

**Tell us about your background and how did you get into professional fighting?**

I am Mohammad Ali Bayat, but known as Mo Ali. When I started my job as a young hotel receptionist, my full name was too long for the Name Tag, therefore I was called by a shorter version of my name since then. Although I only worked there for 1.5 years but the name has stayed with me to this day.

I became interested in boxing 17 years ago, it initially started with obesity and being overweight. I was bullied for a long period of my life specially during high school. I got bullied for being overweight all the time.

So, I decided to lose weight, I started to workout at the gym and I started with Kickboxing, to get rid of the extra weight. Then during that period, I was offered to fight, at the time I was still getting bullied, also I was very scared and not confident enough to fight.

My focus was to lose weight and become professional in kick boxing, but I shed the weight and started the fights anyway. I enjoyed the attention I got as well as the money I made from the fights. People started giving me the respect I deserved and this was a stop for getting Bullied. Ever since Boxing has embedded strongly into my life.

I am 32 years old now, I've been a boxer for 17 years. I've travelled around the world and have been fighting in many countries around the world. To be honest, I am not really into interviews nor talking about myself, so I am trying my best to be on the spot, simple and honest.



**Out of the 20 official games that you played, you have won 17 and lost 3 and have become one of the top Iranian boxers in the world. How does it feel and what does it mean to you? Are you happy with the results so far?**

I have worked very hard to achieve what I have today; I mean my popularity and the wins you are mentioning now. Nothing was given to me, I fought for it and I've earned it. There were times where I felt cursed. I am talking about the injuries in the past 17 years, that's a lot! Every single moment where I was extremely close to reach the top where my highest potentials are, I got injured. The ladder to my progress and growth kept getting cut down, but I've never given up and I keep going. The injuries have been the only reason for the gaps in my career, I mean the months for recovery and the times I had to go through surgeries. All of these together turns my career in to a Dominoes set up, which means all the career forecast and mental health may fall down one after another. I won't say this would stop me from reaching my goals and I will always continue to aim high!

**In your opinion, what distinguishes you from other fighters in your union? Your nick name is Stallion. Is it given to you by your fans, media or yourself?**

Every fighter has a unique technique, which specifies their strategy in planning their moves ahead. Stallion was a nickname chosen by myself for the love I have for "Rocky Balboa" – The Italian Stallion.

**Tell us about working with some of the world's best boxers, such as David Haye, Anthony Joshua and Badou Jack.**

Oh Yes, I did work with them. As you grow you want to work with someone who hits harder than you, whose techniques are better than you. Naturally if you work with someone at a lower level in any field, they can drag you down. But when you train and work alongside opponents who are smarter, stronger with higher capacity, you automatically and subconsciously pull yourself up to that level and this makes you grow. The hard challenging opponents make you grow and stay motivated to become tougher and stronger.

**Who are the best fighters in the world right now in your opinion and who is your favorite one? Who is your biggest inspiration? If you could have one dream fight with anyone, who would that be with?**

According to me the best fighter in the world is Oleksandr Usyk. He is a great boxer, a calm and relaxed personality. He has great technique and you can say I look up to him. Honestly, I don't idolize anyone anymore, but in terms of discipline, I would say Cristiano Ronaldo is my idol, and in terms of dedication I'd say Elon Musk. Each of us have our own goal in life and that's what matters.

To answer your question on with who I dream to get in the ring with, first I have to say that ranking is very important and honestly in my category, there is no weak opponent. I just want to rank up and be part of the TOP 10! I want to be a better version of myself and that's all I want!

**Which team are you training with in preparation for your next bout? Tell us about your coach and teammates.**

Right now, as I have just recovered from an injury, and I am just going back after 3 months. But I was training with Cuban Boxing Club prior to my injury and surgery so I will be joining back the same team. With regards to coaches, I have several boxing coaches. My coach actually is one of the best coaches in the world, I will continue being part of the Cuban Team.

**How is UAE (specially Dubai) in terms of welcoming this type of sport and the support you get there?**

To be honest, I personally don't get the support I deserve. I mean the support from the fans of course! They sure motivate me and mentally help me to grow but Fans don't provide financial support nor do they offer to sponsor the fights. Whatever I am getting is earned by myself. I believe if I was supported and not neglected due to nationality obstacles, I would have reached where I am today back when I was 25 years old. When I talk about obstacles besides the financial support, I mean visa application rejections, travel limitations and etc. UAE's perception of this sport is improving and boxing is more welcomed compared to previous years.

**At the end of 2017 you had a bad injury in one of your shoulders. Please tell us more about it and how it affected your professional life? And how are you today? What are the risks in terms of physical injuries?**

Yes! Also in early 2022 I had a bad injury in my bicep, in 2019 my back was injured and of course I faced various challenges due to Covid-19 in 2021 but I have never talked about it publicly.

The recoveries take long and losing time is losing money. Thank God I feel much better today. I take a lot of risks, I have been injured way too many times, I can say I am getting used to the pain. I have had 38 fights and not once have I fought without being injured. I fought in all conditions, with back injury, knee injury and even with broken bones, I continued. Injections to the nerve system, which is the highest risk I've taken. It's all risks but it's also my love and my dedication to Boxing, so there has never been any excuses for me.

**What do you do in your spare time?**

Recently I had a little extra free time, so I started to train people who showed interest in boxing and wanted to be trained. I use my time very wisely or it's better to put it this way that I prefer to even make the best out of my spare time!

**What is your aim in Life? What would you quote on your vision in life?**

My Aim in life? Very interesting, with my love for boxing let's just say I've dug a hole so deep that I can't really climb back up, I intend to go all the way through and surpass it to the other end with success! 17 years of my life has been dedicated to the love I have for boxing. 17 years is no joke! I honestly look for peace and happiness in everything I do. For me that's an Aim for life. Living and loving life, loving yourself and being satisfied with your achievements in your life!

About my vision in life, let me tell you something. Let's look at this matter metaphorically, as Cars are the simplest example for everyone to understand.

There is Rolls Royce, there is Mercedes and there is Toyota. All do the exact same thing – take you from a place to another, use the same power source but the difference is the Value each one of them withhold. I believe we, each of us, holds a 'Value' the value we create for ourselves. It's important to VALUE yourself, understand your worth and respect it! – So be a Rolls Royce in Life!

**Are you planning to do any fights in Iran? What's next for you?**

Unfortunately, there will not be any fights for me in Iran. I do have fights lined up in England and more future events are coming up. As soon as I can get back into full training after my recovery, I will be back in the ring for the fights. My plan is to get back before the end of 2022.

**A message to the fans and followers of me as a boxer, they know exactly what I say at the end of every interview: "I am thankful to all those who hurt me, hated me, betrayed me, didn't believe in me and caused difficulties in my life and tried to drag me down, because all these taught me so much."**

# Why Mountain Meteorology is the Key to the Ultimate Climbing Checklist

**Mohsen Hashem-Nezhad** was born on May 5, 1979. He studied Geology, followed by a postgraduate degree in Climatology from University of Zanjan.

He started climbing in 1989 for personal reasons, alongside Professor Hamid Qorbani, who introduced him to high altitudes.

## What made you interested in meteorology?

I grew up learning about the field because of my father who headed the Zanjan Department of the Meteorological Organization. I would accompany my father and watch him do expert work, and so I grew interested in meteorology before I started school. I gradually developed a fascination with nature, clouds, rocks, and plants and was able to orient myself in meteorology because of my father's job.

## What is mountain meteorology? What prompted you to pursue mountain meteorology?

Different equipment, such as a thermometer, is used to record and collect atmospheric data to be transferred and processed at a centre. This is done through equations written based on atmospheric dynamics to create models and project how the atmosphere changes. This process, known as weather forecasting, is the basic concept of meteorology. The best-known branch of the field is urban meteorology. Within the urban settings that we have developed, atmospheric changes bring about restrictions but not hazards. In mountain areas however, several factors create complications. Firstly, mountain atmosphere is largely unknown due to a lack of advanced meteorological equipment. In addition, activities and occupations at high elevations involve greater risk owing to the distance from cities and facilities, and faster and more severe atmospheric changes. Inaccuracies in weather forecast that cause limitations in cities can, therefore, lead to threats at higher elevations and endanger the lives of climbers, rescuers, and pilots.

I entered this line of work because I was lucky enough to learn about mountains from Professor Qorbani and about meteorology from my father.



This sparked the idea to fuse these concepts because although several books had already been written on the topic, I had a different level of application in mind. Having read these books, I started working on ways to supplement the data, or in other words to make them more applicable. To do this, atmospheric changes need to be comprehended. While some of these changes are rarely witnessed in urban settings or occur for short periods, they can last longer on mountains and have physiological effects on the body.

The style of climbing Professor Qorbani and I started was unique, in that we would choose severe weather to climb and imitate the common mistakes that mountaineers make. Being affected by

atmospheric conditions would help us come up with solutions and strategies to deal with them. We examined different mountains in Iran in different seasons and gathered information about the mountains and ridges and investigated the impact of atmospheric phenomena, depending on properties of the area.

## Have you delivered any training courses in the field?

I created a general model of atmospheric data and issues related to the application of mountain weather forecast in 2012. In 2014, I joined the Mountaineering Federation, where I held training courses as an official instructor, teaching climbers, rescuers, pilots, and others with related occupations.

To date, we have held approximately 900 courses and trained over 23000 people in state and private organisations and different institutions.

## Do you offer any other services besides instruction?

There are different divisions in the field, which include instruction, support, and weather forecast. We offer support for international climbs, at heights of 7000-8000 m, and for rescue and relief missions after mountain accidents.

This entails round the clock ground and aerial aid in situations where weather changes can be influential. An example is the crash of flight 3704 (Tehran-Yasuj), when we supplied constant support for 128 days without any incidents.



### **Please expand on the methodology applied in mountain meteorology.**

Mountaineers and rescuers need two types of meteorological information, namely forecasting and nowcasting. The weather forecast we are most familiar with and is available on websites and news outlets is prone to error. The error margin that must be assumed when predicting future weather can be life threatening at high altitudes.

We train people to use nowcasting, which is forecasting on a very short term of a few hours. We have therefore, armed them with a tool to determine the accuracy of the forecast they have received, and the upcoming changes. The more skilled a person is, the more dynamic their decision making before severe weather can be and the more effective the management of their expedition.

### **Please give us some examples of your work in mountain meteorological support for rescue missions.**

Mountain areas are prone to accidents. An example is the crash of flight 3704 (Tehran-Yasuj), which collided with Mount Dena at an altitude of 4200 m. Recovery of the plane wreckage was made possible through atmospheric data, during the first weather window after days of deteriorating weather conditions. Weather windows are those short intervals of expected suitable weather conditions, during which projects like climbing and rescue missions can be carried out at mountain areas.

The search and rescue mission lasted 128 days, during which the bodies and plane parts were transported to the mountain foot. We supplied constant support throughout the period and although the mission was done at high altitudes in winter, there were no accidents.

Last winter there was another unfortunate accident that claimed the lives of two coaches who were trapped in the heights of Mount Alam (Alam-Kuh). Several aeriels, rather than ground-based, rescue missions were launched because the possibility of snow and avalanches had rendered ground routes impassable. It took us over forty days to recover and return the bodies to their families.

There were also times when we supported missions professionally. On December 6, 2017, an accident

happened in Kooleh Jonoo, Lorestan, which is the second most technical mountain in Iran. Of the 14 climbers, 11 fell and 9 did not survive the fall. A similar accident occurred in similar weather conditions and roughly the same area. Having been contacted, we made exact forecasts and provided support and relevant operational detail to stop the 2017 mistake from happening again. Despite the harsh conditions and the risks, the mountaineers managed to leave the area without injuries.

### **Are you also involved in support for ascends to the world's most prominent summits?**

One area that proved hard for me to enter was direct support for international climbs to summits at

range that runs between China and Russia. We have had over 60 successful support missions.

### **Do you have a particular approach to understand mountain conditions and atmospheric phenomena?**

Professor Qorbani and I began conducting field observations in mountain areas such as ridges, drainage divides and summits in severe weather conditions and created a series of guidelines and recommendations by integrating the data. Atmospheric phenomena are at times constant while the trails and the type of mountain dictate different guidelines and strategies. In addition, several mountain phenomena rarely occur in urban areas or do not last long. For example, freezing fog, which can be extremely



heights of 7000 and 8000 meters. Such ascends leave no room for errors on the part of the meteorologist, as a minor error can put the climbers' life in danger. Our work to provide professional and direct support was unprecedented in Iran. We have since given support in climbs to most 6, 7 and 8-thousand-meter peaks even in other continents. These include Aconcagua in Argentina, Himalayan peaks and the 7 and 8-thousand-meter summits of the Tian Shan Mountain



dangerous in mountain areas, is seldom seen in cities. We managed to amalgamate our findings on climbing routes and weather phenomena to provide climbers and rescuers with guidance and training to ensure climbing and rescue safety.

### **What message do you have for the readers of the interview?**

There are problems facing anyone taking a step towards a goal. I would like to encourage anyone with an objective they believe to be righteous, ethical, and altruistic to have perseverance, and with God's help they can push through obstacles. My message is peace and health for all.



Mitra Ghorbani was born in 1981 in Tehran and has a degree in architecture. In addition to her professional work, Ms. Ghorbani is the Vice President of the Board of Directors of several charities. She is also a pioneer in the art of architecture with 15 years of experience in the field.

## Mitra Ghorbani Reflects on the Iranian Architecture Scene



### **Please explain about your training courses including details of the subject matter.**

This year, I decided to start an interior design training program comprising two phases. The first phase focuses on designing unique residential areas and spaces entailing lighting, colour theory and layout. The following phase encompasses software training such as Photoshop, AutoCAD and 3D modelling. This was incorporated into the course on the grounds that college graduates are not sufficiently trained, which lowers the concept output quality. Certificates provided to the participants are issued by an Oman-based international firm.

### **What construction operations and architecture projects are you working on at present?**

I'm currently building a luxury villa complex in Rasht, and I'm in charge of both the design and construction stages of a project in Kamranieh neighbourhood in Tehran. My interior design projects include Homa building and a fitness centre on Fereshteh street in Tehran, as well as two projects in Oman, covering remodelling and renovation.

### **To what extent do domestic building and construction trade fairs meet global standards?**

Iran's stone industry, for both interior and exterior applications, has world-class quality. So do the design, structure, and automation sectors. However, the quality is well below global standards in plumbing fixtures.

### **How have currency fluctuations impacted real estate and interior design with regards to the proportion of construction and renovation projects?**

The outbreak of Covid-19 and the fall in the country's currency have translated into a move towards renovations. Construction projects have been suspended, pending a decrease in prices.

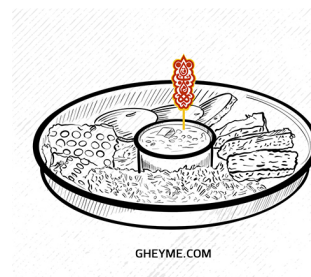
### **Many Iranians have relocated to neighbouring countries in recent years. Has this brought you more business? Do Iranian expatriates prefer to work with Iranian designers over locals? Have you had any international projects?**

Yes. Iranian designers and builders have expanded their operations to Turkey, Oman, and Dubai. While the builder's referrals and the quality of their work are the key factors in both domestic and international projects, foreigners favour Iranian builders and designers due to their lower prices. I have completed projects in Austria, Turkey, Dubai, and Oman.

### **What other activities do you pursue outside of work?**

I have long been engaged in charity work, which I recently extended to include boys in addition to girls. I help children with autism and intellectual disabilities and those without caregivers, besides building schools and supplying water in disadvantaged areas such as Sistan and Baluchestan Province.

# Khaneh Doust Invites You to Musical and Culinary Artistry



Walking around the city of Tehran, you must have heard of “Khaneh Doust” and its magical nights. In this article Trends managing editor, Ghazal Mostafa, sat down for a talk with Hamid Khosrowbeigi one of the creative minds behind this house. Hamid Khosrowbeigi is a music producer who organized TemFest, the first electronic music festival in Tehran. He produces bands and music artists such as Dang Show, Ashvan and Balzan, has collaborated with Damahi band, and programmed operas in Vahdat Hall. A classical singer and musician himself, he has had several performances in Vahdat Hall as an artist and later as a manager and producer. He used to offer consulting services to venues such as cafés, malls, and restaurants about ambient music. He would choose musical artists to put together bands, or recommend existing bands tailored to the space and mood of the venue.

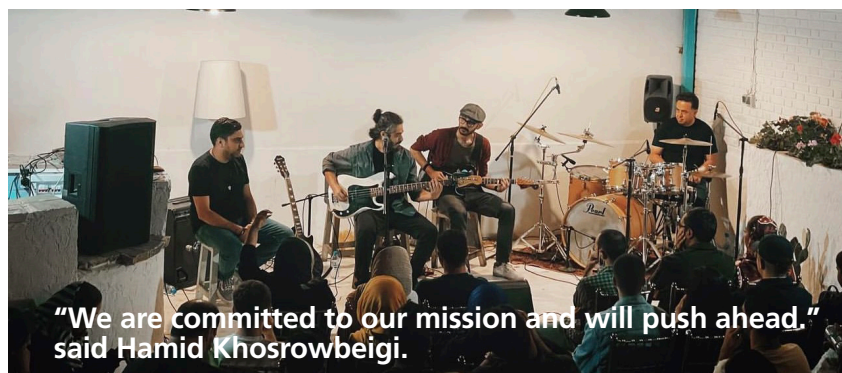
Khaneh Doust cofounder, Ali Mojahed, also the creator of Gheymeh.com, has done some culinary investigation and recreated all the varieties of gheimeh stew to serve in the four branches of his restaurant. He has experience in theatre production and public relations, and created Peyk Art, an art news platform.

The idea to start Khaneh Doust grew out of the old friends’ previous artistic and cultural collaborations in 2021. Later, when Hamid had fewer concert projects, Ali brought up the idea of a joint project, and they decided to start the house. The house is located on a street named after Abbas Kia Rostami, whom Hamid knows in person and looks up to. Therefore, when they were thinking of a name that would be representative of the novel concept of the house, they brainstormed around the names of Kiarostami’s movies, and came across “Where is the Friend’s House?”, which sounded perfect.

They came up with Khaneh Doust, which translates to Friend’s Home.

“We didn’t break new ground by creating Khaneh doust,” said Hamid Khosrowbeigi. “We are a new generation of artistic managers drawing inspiration from others before us who converted older buildings for artistic purposes. We followed in the footsteps of people like Sajad Afsharian who

store exhibits Iranian artists’ works and Baneh, a musical instrument store, mainly focusing on fusion music, organizes most of the musical performances in the house. Artists can rehearse and record in the state-of-the-art music rehearsal studio. Khaneh Doust also houses an independent content production studio, where musicians can rehearse and record. Madreseh Doust (Doust School) holds



founded UpArtMaan and Homayoun Ghanizadeh with Godo Gole Yas Café” Each section in Khaneh Doust represents a different concept. The three culinary sections are Gheyme.com, Gambi Restaurant, which serves American food, and Mugs Café. The Khaneh Doust audience come here for warm and friendly performances. Previous performers include Khaloo Khedr, who got such positive response that the show was repeated several times. Morty Azizzadeh, Sirya Ensemble and Hadi Hadadi were some of the other popular performers. One creative idea in the design of the house is the inground pool in Khaneh Doust that they were initially planning to fill in but decided to refurbish and turn it into an inground stage. The sections of the house include Adaptor records, an electronic music community where guests can shop for vintage music records and DJ equipment. Croquis Studio concept

thematic workshops of cinema, theatre, and music. The other section about to open soon is the rooftop café cinema, where guests can enjoy a cup of coffee at screenings of selected movies. Khaneh Doust is currently preparing to establish other houses in Gilan, Mazandaran, Qeshm, Bushehr and other cities. These houses, which are designed based on the specific needs of each city, are artistic and cultural bases that can thrive and collectively reflect and foster Iran’s musical and artistic identity. They can preserve the traditions of Iranian folk song and create an interest for younger generations. The response to folk performances like Bushehri, Bandar Abbasi, Khorasani and Azeri music at Khaneh Doust has been stunning. This is because Khaneh Doust introduced the missing element, the warmth and intimacy of the venue and performances. Khaneh Doust will continue to host an array of artistic events.



Born in 1987 and raised in Isfahan, Hajar Reisi holds a bachelor's degree in English Translation and a postgraduate degree in Sociolinguistics from Goldsmiths, University of London. She has also completed International Hotel Operations courses in London and has been a general English and IELTS instructor for 14 years.

Farshad Farghadani was born in 1987 and raised in Isfahan. With a bachelor's degree in Textile Design, he is passionate about the tourism industry and hotel management, and has been receiving theoretical training in hotel/hospitality management and taking vocational general management courses for seven years.

## Karbat Hotel: A Taste of Isfahan's Splendor



**Please explain about the role of the tourism industry in our country.**

The tourism sector acts as a significant driver of economic, social, cultural and environmental growth. Home to a wealth of impressive heritage destinations and splendid landscapes, Iran has the potential to attract high numbers of visitors.

The modern-day tourism sector can also cater to culinary, extreme, cultural, and religious visits to view traditions and rituals specific to different cities. It, therefore, has high capacities to be marketed for tourism-based revenue generation.

**What destination marketing strategies have been adopted by the Governor's office and other bodies such as the Ministry of Cultural Heritage, Tourism and Handicraft Organization to attract tourists to Isfahan?**

Despite tremendous efforts from the Ministry, regional challenges and Covid-19 have caused severe restrictions to global travel.

However, assurances from the Minister, Mr. Ezatollah Zarghami, as well as Dr. Izadi, advisor to the Minister and Director of Cultural Heritage, Tourism and Handicrafts of Isfahan, whom we had the honour of welcoming at our hotel, have given us hope and encouragement.

**Isfahan has long been a top destination for visitors. What are the reasons? What part have the people played in attracting domestic and international visitors?**

Isfahan is a historical metropolitan area, a tourist destination located in central Iran, and the third most populated city after Tehran and Mashhad. The city is home to a considerable number of historical monuments, many of which are listed as UNESCO World Heritage Sites. It is known for spectacular Persian architecture and unique mosques and minarets, giving it the nickname "half the world".

Hospitality has always been an eminent feature of the people, and the younger generation contributes to the industry through innovative ideas. These include converting historical homes into beautiful hotels rather than demolishing them, starting cafes with charming aesthetics, construction of shopping malls and introduction of new recreational facilities such as Isfahan Aquarium, Dream Land amusement park and the new permanent exhibition.

**Do you believe that the true tourism potential of Isfahan has been realized?**

Honestly speaking, no. As I mentioned before, while Isfahan has remarkable capacities to cater to domestic and foreign tourists, not much has been done to market the new tourist

offerings and raise the profile of the city.

**How did you come up with the idea to start the beautiful Karbat Boutique Hotel, and what is the reason behind the largely positive feedback from the guests in such a short time?**

**Hajar:** my father started the first apartment hotel in Isfahan, and is also the owner of Melal Hotel in Isfahan. I have always known and been interested in the business.

**Farshad:** both my father and grandfather were artisans specializing in handicrafts and silver crafting, and since our store was situated in the old town, we came into regular contact with tourists. Both of us were therefore, invested in the idea.

Secondly, we have explored different cities in the world, and have always opted for small clean hotels which offer friendly service and are close to the city's centre and attractions. Despite our travel history, we still believe that Isfahan is the most beautiful city in the world, and are fascinated by our hometown. We could have invested internationally, but we were determined to start our business in our hometown. We also chose to pick a smaller lot in the vicinity of Naqshe-e Jahan Square to build the hotel, rather than a larger one away from the city center. However, the proximity of the hotel to the old town brought about restrictions to the height and number of stories.



The reasons for our success in attracting guests in a short time are our relevant experience, the new build hotel's convenient location and our guests recommending the hotel to others, creating word-of-mouth marketing.

#### **What are the upsides of staying in Karbat Boutique Hotel?**

Some of the advantages offered by our hotel are the convenient location, within a three-minute walk from Naqshe-e Jahan Square, and vicinity to Chehel Sotoun Palace, Hasht Behesht Palace, Charbagh walkways and Siosepol.

The new hotel building, cleanliness of the rooms, professional and well-trained staff, warm ambience and the tranquil interior, which is a mixture of modern and traditional architecture coupled with affordable prices and effective management by Mr. Shahriari have also assisted us in creating positive guest experiences.

#### **Please discuss the differentiating aspects of the country in terms of available facilities, among the other countries in the region. As hospitality experts, do you believe that we are capable of reaching our target tourism potential in the near future?**

We have yet to achieve our objectives in spite of the country's abundant capacities. Investments in infrastructure improve competitiveness in a region where tourism is positioned as a policy

priority, even in countries with limited potential. Both public and private sectors, as well as people, need to act due to the significant contribution of the industry to the economy.



#### **Do you have strategies in place to expand your domestic and international presence? If yes, what market are you targeting?**

Although we mean to retain our activities in the hospitality sector, we are currently focusing our attention on a language and culture education project in the UK, adopting novel pedagogical approaches and applying cutting-edge technology to teaching practices. The readers can learn more about the project on Ms. Reisi's Instagram account @englishdaily.reisi.


#### **As players in the tourism sector, what propositions do you have for the expansion of the industry? What tourist infrastructure do you consider necessary in contributing to the country's development?**

Improvements are required in all tourist specific services and facilities, including the visa process, travel agencies and ticket bookings, the transportation sector, accommodation, restaurants and even rest stops, and any other area that would improve the visitor experience and perceptions of the country.

#### **Do you believe that the nuclear deal would have a positive impact on the hospitality sector?**

Definitely. Political issues have resulted in foreign tourists shunning Iran, due to the negative image of the country, while the very few who do visit Iran are impressed by the peace, security, and the welcoming nature of the people, recommending Iran as a travel destination. However, the deal would bring visible changes.

We would like to thank you for this interview and express our hopes for better connectivity and tourist experiences, while adhering to sustainable tourism practices to preserve our cultural heritage for posterity. We look forward to having you.

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# Canada: A Mission to Search for Bears and Orcas

By: Claudia Frey



Claudia Frey was born in Stuttgart, Germany in 1951. She graduated with a degree in microeconomics and later worked as a manager for market information at Frankfurt-based VDMA for 40 years. She loves traveling and Iran is the 54th country she's visited.

Claudia Frey

## Frankfurt to Toronto

Originally scheduled for last year, the journey was cancelled due to the strict Corona regulations in Canada. This year, however, it came true and started in late May.

Toronto is the biggest city in the second largest country in the world. With around 3 million inhabitants, 6 million in the Metropolitan region, it is the capital of Ontario, one of Canada's provinces and territories. Ontario's territory is three times the size of Germany, just to give an impression. Toronto lies on the shores of Lake Ontario, on the same latitude as Bucharest in Romania. Unfortunately, part of my 1.5-day stay in downtown Toronto was bothered by pouring rain, which prevented the visit to the lakeshore and a boat trip. Going up the CN Tower as planned would have meant burning money. Nevertheless, I remember very impressive museums, an obviously lively art scene, lots of theatres, film studios and an interesting architectural mix of old and new.

## Toronto to Niagara Falls and back

When in Toronto, a trip to the Niagara Falls is a must. The excursion takes you 120 km along the shores of Lake Ontario through one of Canada's wine and fruit growing regions, to the South-East tip of the lake, where it meets Lake Erie.

The latter, like the rest of the Great Lakes, is located up on the Great Escarpment. Lake Erie's waters falling to Ontario's elevation yield the world-famous Niagara Falls and the strait between Canada and the USA becomes Saint Laurence Stream.

The falls are an awesome spectacle, especially the Horseshoe Fall on the Canadian shore.

It carries so much water that there is no need to take a boat to get wet from the spraying water. The small town of Niagara Falls hosts a permanent fun fair, which seems to be as attractive as the falls to some visitors.

## Toronto to Vancouver

Early Sunday morning, there was a train to catch at Toronto's lovely old-fashioned central station. VIA's train No.1, the famous Silver and Blue Train dubbed The Canadian, covered 4.500 km in four days and four nights across four time zones and provinces of Ontario, Manitoba, Saskatchewan, Alberta and finally British Columbia.

There were major stops scheduled in Winnipeg, Saskatoon, Edmonton, Jasper, and Kamloops and many more halts to let cargo trains pass; trains with more than 200 trailers, mostly carrying containers on their way from the harbours on the Pacific Coast to the big cities in the East.

The train was constructed in the 50' and has no Wi-Fi. Access to internet is scarce in remote areas. To make up for this flaw, the food served for breakfast, lunch and dinner is fantastic.

Shortly before the train stopped in Jasper, I spotted a black bear for the first time in my life. Sitting leisurely on its back on a slope close to the railroad tracks, the bear watched the 1 km long train pass by. Mission Part 1 was accomplished.

A bear! I admit I was close to tears. Luckily, there were more black and brown bear sightings later, but no grizzlies showed up.



## Vancouver

The city is believed to be one of the most beautiful, loveable, and liveable places in the world. The city centre, business district and most touristic spots are located on a peninsula surrounded by the Pacific Ocean and shielded by the snow-covered Coast Mountains. I spent three most enjoyable days walking and using the clean and efficient public transport, which included the seaBus and the driverless metro. For those with a bigger wallet, there are also helicopters and seaplanes departing from downtown as means of transport. From the Canada Place Pier, cruise ships set sail mostly for trips through the Inside Passage to Alaska.



## Vancouver to Olive

After this stay, I met my travel companions for the two-week Western Canada tour; 6 German and Swiss tourists and Denise, a 23-year-old driver/ guide. On the first and second day, we went through BC's southwest, close to the US border. The landscapes we crossed were unexpected.

A semidesert with little rainfall, the Okanagan Valley, which is famous for its wines and orchards, is warm and sunny. Near Olive, we visited one of the many vineyards and tried some of their tasty products, which have made their way to wine-lovers in the US and other continents. Dinner was served on a terrace overlooking the fertile valley.



## Olive to Revelstoke

Via Penticton and Kelowna and amidst the lovely landscape, we headed along Lake Skaha, reaching Lake Okanagan, both more than 200 km long. An area of land made for long weekends and holidays, it sports a great variety of campgrounds and RV grounds. Shortly before Revelstoke, we passed the place in the Monashee Mountains where the last spike was driven in late 1885 to complete the Canadian Pacific Railway, ocean to ocean.

In Revelstoke, a small nice wild-west-style town, I finally enjoyed the first Poutine for dinner. The French fries topped with cheese curds and gravy is said to be a symbol of Québécois and Canadian cuisine and culture. Must be a horror to true foodies, but it is filling and a local experience.

## Revelstoke to Canmore (Banff)

It was a long day on Highway 1, the Trans-Canada-Highway, through Revelstoke and Glacier National Parks, over Rogers Pass and crossing the Columbia Mountains.

The highlight of the day was certainly a black bear close to the road, feeding on dandelions for breakfast. It was amazing to watch the huge animal meticulously pick the yellow petals, ignoring the bitter green leaves. In Golden we stocked up our picnic supplies for the next days and then passed Yoho National Park. At Kicking Horse pass, we saw a wapiti deer lying on a sandbank.

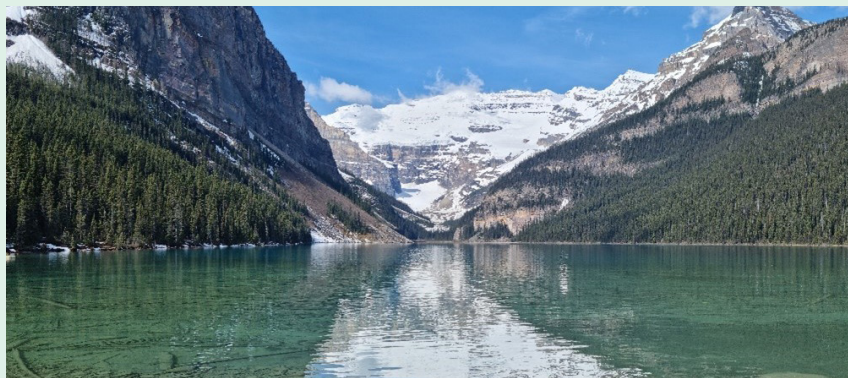
A one-hour walk around Emerald Lake left us soaked by rain and dirty, but happy.



# Canada: A Mission to Search for Bears and Orcas

## Banff

Finally, all the mountains around us are the true Rocky Mountains. We spent a whole day in different parts of Banff National Park. First stop early in the morning was said to be the most photographed place on earth, the magnificent Lake Louise at 1734 m. The turquoise-coloured glacial lake is surrounded by a mountain, with glacier backdrop mirrored in its waters. A real hiking and skiing paradise, it attracts visitors from all over the world. Eleven kilometres up the road through winter conditions in early June, lies enchanted Lake Moraine. At 1880 m, it is still covered with ice.



Lunch picnic was in Bow Valley, where many famous Hollywood movies, such as *Brokeback Mountain* and *The Revenant*, have been filmed. We had a great walk in the superb Johnston Canyon to the breath-taking waterfalls and back. A visit to the famous Banff ended the day.

## Canmore to Jasper

The Icefield Parkway led us from one famous national park to the next. The highway is 232 km long and considered

one of the world's dream roads. The dream is made of lakes, mountain peaks, glaciers, and waterfalls. It follows the Rocky Mountains' crest and goes across several passes as well as the 300 km<sup>2</sup> Columbia Icefield. Glacial waters in breath-taking colours produce the great Sunwapta Falls. The Athabasca Falls are even more spectacular. This leg of the journey was a true sensational experience.

Late in the afternoon we reached Jasper, a lovely small town, where early next morning I had a déjà vu with another Canadian train, stopping on its way to the coast.

## Jasper to Prince George

Crossing Yellowhead Pass, Mount Robson Park was the next destination. At 3954 m, Mt. Robson is the highest peak of the Canadian Rockies and infamous for covering its summit most of the year, as it did when we arrived. Having seen the mountain from the train two weeks earlier, I was the lucky one. Along the mighty Fraser River, we headed to the next stop. On our way, we encountered another black bear rather close to the road rubbing its back on a pole, demonstrating its sheer size.

## Prince George to Smithers

A 100 km detour took us to Fort St. James, one of Hudson Bay Company's important trade posts, today a well-preserved National Historic Site. Park employees wearing traditional clothing knowledgeably showed and told what life for trappers and fur traders in the 19th century was all about. A chicken race was the highlight of our Sunday morning, when we placed our bets on our favourite hens. Later we spotted a mama bear with three cubs almost hidden in high grass. Several moose crossed the street and disappeared in the woods.



## Smithers to Prince Rupert

We now followed the wide Skeena River, which empties into the Pacific Ocean close to Prince Rupert. We visited 'Ksan Indian Village, an open-air museum run by the Gitksan First Nation.

A clan member accompanied us to and through seven rebuilt long houses. She explained traditions like the Potlach and the symbolism of artfully carved totem poles.

### Prince Rupert to Port Hardy

A very short night was followed by a long, peaceful day. Close to the Southern border with Alaska, we boarded the car ferry to take us to Vancouver Island.

It was a 15-hour boat ride through the beautiful famous Inside Passage, a waterway through impressive nature. The confusing meander was made of densely wooded islands and rocks, channels, and fjords, and every now and then a lone fishing boat was to be seen. Only once did the ferry stop near a First Nation's village. First row in a comfy lounge seat was a great place to enjoy the stunning views. The hours quickly passed and shortly before midnight, we reached Vancouver Island. Mission 2 failed yet; no orcas sighted.

### Port Hardy to Victoria via Campbell River

Roughly 450 km long and 100 km wide, Vancouver Island is the largest island in North America. It seems like Canada in miniature with the sea, snow-capped mountains, lakes, black bears, orcas and whales, deer and racoons and beautiful beaches including the surfers' paradise Tofino.

We tried salmon and scallops by Campbell River, which is known as the salmon capital of the world, tasted the famous calory-laden Nanaimo bars, visited Cathedral Grove, the ancient rainforest hosting century-old Douglas Firs and Giant Cedars, and admired murals in Duncan and more totem poles. We went on a several-hour whale watching tour, with dolphins and porpoises accompanying the boat and performing a stunning water ballet. The tour was graced by humpback whales, but mission orcas failed again.

Victoria finally! Not only is it the island's largest city, but also the capital of British Columbia. As the name promises, it is a lovely place with the charms of Victorian times. After 3.575 km by bus through Western Canada, a ferry from Swartz Bay took us back to Tsawwassen on mainland. I stayed on deck watching out for orcas, but mission orcas remained unaccomplished. Nevertheless, it was a great journey in a gorgeous country.



# A Stroll Through Tabrizi Museum of Anthropology



**Mansoureh Haji Baba Tabrizi**

Museums are associated with stronger national, religious, and historical roots in society. This calls for their expansion and preservation to achieve shared cultural objectives through unifying national and international efforts and launching global awareness raising and support campaigns.

With Golestan Palace built in the Qajar era as its first museum, Iran has a century old background in establishing museums in the modern sense. Later came the National Museum of Iran, beginning in a single classroom in Dar Ul-Fonoon School before being moved to Masoudieh Mansion. Iran is also home to Heritage Sites such as Persepolis and Susa, which boast longer curation backgrounds than many other countries. Museums are also being founded on significant archeological sites, such as Haft Tepe in Khuzestan, where excavations were pursued in conjunction with the construction of a museum featuring elements of Persian architecture.

Private museums, along with public collections, are treasure troves of the country's history. To date, 171 private museums have been established by private sector investors, mainly housing works, relics, and people's everyday objects from different eras. These cultural institutions have a pivotal part in promoting a better understanding of people's traditions, as well as details such as clothing, narratives, and special occasions.

## Tabrizi Museum of Anthropology

An outstanding private museum in Nowshahr, Tabrizi Museum of Anthropology was licensed by the Ministry of Cultural Heritage and Tourism, and officially founded by Mansoureh Haji Baba Tabrizi in June 2017. The museum, located in Koshk-e Sara village, houses precious cultural and anthropological collections from Mazandaran and other regions in Iran, as well as Iranian ethnic wear.

According to Dr. Maryam Altafi, director of Mazandaran Museums, the collections "abound with exquisite taste, colorful cultural diversity and anthropological insight, making it the best of its kind in the region."



Mansoureh Haji Baba Tabrizi is a sculptor and traditional clothing designer from Tabriz, who developed a passion for doll making as a child. "Although it was not recognized as a profession, I would make dolls using basic tools and materials." She stated. "Having noticed my interest, my parents encouraged and supported me."

When she was two years old, her father's job took the family to Mazandaran, where she would spend the next 12 years before relocating to Tehran. "Despite my Azeri backgrounds, it was living in Mazandaran province that shaped my personality." She stated. She cites the resulting sense of belonging to this region as a determining factor in choosing the museum location. She strived to "build it in the heart of a large village so that visitors could enjoy the museum while immersing themselves in the village." After purchasing a small piece of land in the region in 2002, she started the construction of the museum and the sculpture workshop while designing and sewing traditional clothes.

The sculptures featured in the museum are of various sizes, some of which she has kept for 30 years. Portraying symbolic features of different Iranian cities such as Bandar Abbas, Shiraz, Tabriz and Yazd, the pieces are inspired by people. Most of the figures are life-sized, taking visitors on a journey back to their childhoods. "The sculpting procedure begins with molding the face or other parts and ends with making the sculptures using wax." She explained.

"Seeing their sculpted figures, people are impressed by the authenticity of the form." She stated.

During a career that spans over 6 decades, Haji Baba Tabrizi has traveled extensively to live among and draw inspiration from people for each figure and present her observations in her work.

She describes the experience of building one of the most eminent tourist attractions in Mazandaran as "a dream come true."



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Elvis Moradkhan

## A Brief Talk with Elvis Moradkhan

Elvis Moradkhan was born in 1971. Kermanshah, where he was born and he lived until middle school before moving to Tehran, was one of the several cities his family relocated to because of his father's job as an army physician.

Having taken the university entrance exam the year before, he gained admission to the University of Tehran School of Medicine in 1990. He was called up for the two-year military service in 1997, following which he started training for his IT career. However, due to the way events unfolded, Elvis later decided to resume his medical practice by pursuing an internal medicine specialty (Rheumatology) at Urmia University of Medical Sciences.

The main reason he chose internal medicine was the novelty of the branch and the fact that his father was also an internist. He then did his three-year obligatory public service in Oshnavieh, West Azerbaijan. Subsequent to his rheumatology subspecialty in 2013, he was appointed as a member of faculty at Shahid Beheshti University while also pursuing a teaching career. Despite the challenges faced by medical professionals all around the world, he pulled through because of his love of academia.

However, due to restrictions he eventually resigned from his academic position in early 2020 and received his license to practice medicine.

The US and Israel are at the forefront of medical research and home to some of the greatest rheumatologists in the world while Iran has a limited contribution to science production. However, although Iran lags behind in hardware production, we are still better at diagnosis and treatment than some of the most scientifically productive countries.

Rheumatology centers around the fact that bone, joint and muscle formation happens before the age of 30. The more physical activity and calcium intake we have at those ages, the stronger our bones are. Guidelines, therefore, recommend a calcium intake of 1000 mg per day as it can prevent osteoporosis and other bone diseases. Yet, the role played by other factors including genetics should also be taken into account.

Elvis is thinking of writing a book on how to communicate with patients and ask relevant patient-care questions. Although the first stage in the delivery of high-quality health care is active listening, it is the doctor who should lead the dialog.



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