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THE CROSSROADS
OF CULTURES AND
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- Perspectives on Current Themes Shaping Iran's Agriculture
- Smart Food Processing
- Entrepreneur Amira Sajwani on DAMAC Properties
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FARADID HONAR

ADVERTISING COMPANY

Although the use of technology is one of our advantages, but the use of creativity also has a very colorful role in the development of Faradid strategies and projects. It can even be said that it is creativity that plays a leading role in our activities.

The advertising company "Faradid Honar" has come to work in the field of advertising and branding in a new style and context that, along with the ideas and solutions of the past, also introduces new methods in the field of advertising.

We promise our customers that their products and services will become a memorable memory in the minds of the people when they are introduced by the advertising company "Faradid Honar".

Our strategy is a positive with path-breaking effect on the audience's mind, through which it can hold the key to the audience's imagination. We help you become a brand to convey the best emotions to your audience, in addition to doing all-out advertising.

Faradid Honar is a full-service Advertising Company based in Iran. With many years of valuable experiences in advertising, we offer best solutions for your brand awareness.

The essence of our quest is embedded in our name. Relying on our experience, precision and creativity, along with the use of the latest tools, "Faradid Honar" is attempting to meet your demands to bond you closer to your customers and in this way have achieved great victories.

We believe that our up-to-date technical facilities, along with our understanding and accuracy in advertising and branding, have provided us with all we need to unconditionally implement a project. That's why we have everything we need to satisfy our customers.

Strategy

These days, you just have to turn your head around to see all the small and large billboards around you. Televisions, radios, newspapers, and billboards on highways and streets are active day and night to influence the mind of the audience.

All of these advertising methods are valuable and important in their own way, but to create a new transformation in the current advertising market, it is necessary to reuse the same tool with new methods.

"Faradid Honar", which has been working in this field since 2005, can provide your desire to be seen and affect the minds of your targeted audience with a new approach. Presently, the huge digital and internet space has provided a new ground for wider activities.

Our colleagues in the artistic and executive units, along with their technical and technological ability, make your dream of becoming a global and effective brand come true.

The result of our all-round activities in this direction will be advertisements that will definitely bring a smile of satisfaction to your face.

On the other hand, our long term experience in the field of advertising and branding is our main support and, in this way, we should not neglect the support of other customers and business competitors who have helped us to achieve this position. Fortunately, with this set of contributions, we have been able to keep every plan and project entrusted to us in the minds of our customers.

We believe that advertising a brand or promoting it, is more than showing the logo and name of that brand to others. In our opinion branding and advertising mean engraving that brand in people's minds.

We believe that a brand name should be passed down by the people in order to become popular and famous. So, we make sure that your brand is not only quoted by everyone but also recorded in the minds of your audience.

The art of "Faradid Honar" is that it creates a good memory in the minds of people from a brand, so that from now on, it will be the people who will name you wherever they sit.

"Faradid Honar" Services •Media: Outdoor Advertising

Outdoor advertising always creates a creative atmosphere that can establish a reliable platform for introducing goods and services or promoting brands.

The billboard, meanwhile, has the greatest number of viewers. City billboards such as Tehran, with the movement of different sections of society in most hours of the day, are considered the most popular outdoor media.

A billboard can be so creative that one may even take a few minutes to grasp the idea behind it. Large companies use this space to engage audiences with their products and services.



Faradid Honar has always tried to provide its city-level media as a colorful product in a service package for its audience. Better at night as well as regular monitoring of the boards are among the most important items for customers, which is also one of the main services of this collection.



Tehran Media

Outdoor media in Tehran: The largest city and the capital of Iran

We are owner of the largest billboard in Tehran.

Undoubtedly, one of the oldest and best ways to engrave a theme in the minds of the audience is outdoor advertising. On our daily road trips in the city for example from home to work and back, we are always bored with the tedious traffic of the city, and subconsciously we may be looking for a way to keep our minds busy.

Faradid Honar owns outdoor media all around the city, now with nearly 60 billboards in strategic places, streets and busy highways of Tehran, as one of the top media in the city is well known.



Enghelab Complex: The Largest Sport Complex in Iran

Enghelab Cultural and Sports Complex was founded in 1337. The complex currently hosts 12,000 visitors daily. It has also provided the most complete sets of facilities for its members in a variety of sports.

Considering the exceptional facilities and location of the complex, Faradid Honar Company started its activity in the field of outdoor advertising in this complex in 2002, which is now known as its exclusive executor.

The media of Faradid Honar Company in Enghelab Sports Complex are as follows:

Billboards

- Two-way light boxes for health road
- Light boxes for bodybuilding machines for health road
- Sampling stands - Sampling booths
- Car exhibition space

Printing

Another service offered by Faradid Honar is one-of-a-kind printing. The founders of Faradid Honar Advertising Company have launched their printing unit with modern and up-to-date machines since 1978 in line with their goals, which are to achieve the best quality and speed in printing and providing customer service.

The mission of our printing unit is to improve the customers' tastes and guarantee the quality of its services by using the facilities at its disposal. With our experienced and skilled technical teams and along with the latest and most advanced printing machines in the world that offer unparalleled accuracy and quality is our strength.

Doing high-volume printing, speed of operation and quality is what distinguishes the advertising company "Faradid Honar" in the printing industry.

Join Faradid Honar Today to meet your needs for increased sales, market share, product introduction, brand development, internal marketing and competition with new brands. You can be seen as "special" with "Faradid Art"!



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FARADID HONAR





Dr. Davood Mahmoudi

Winged towards modern and non-surgical Spine treatments
 Dr. Davood Mahmoudi is a neurosurgeon and spine laser surgeon graduated from Germany. He is a minimally invasive and non-surgical spine operations specialist. He is also the manager of GPMIS international group and the CEO of Gardesh Parnian Momtaz medical and tourism services company.

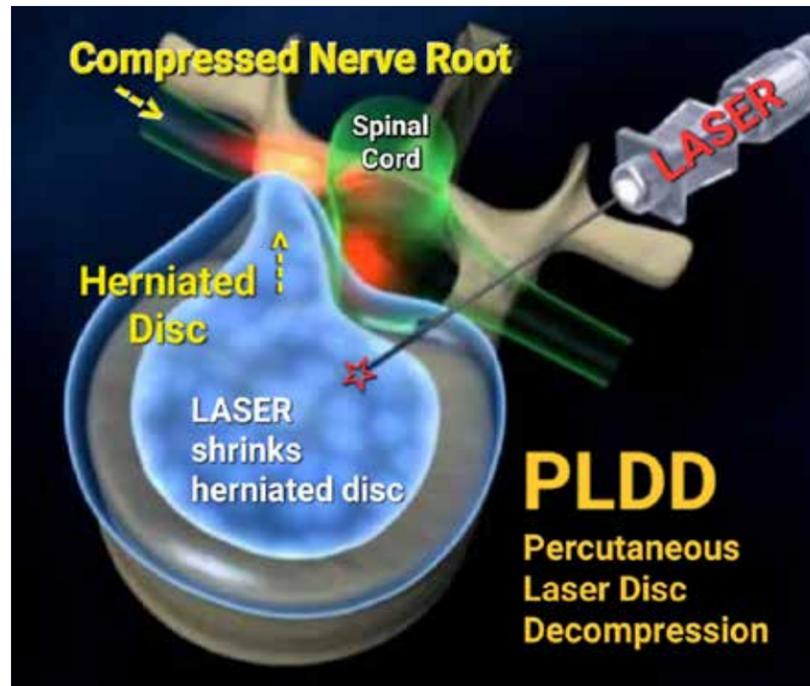
face any problems in the future, and won't experience the after open surgery expected complications. It also does not cause adhesions around the spinal canal nor around the nerve roots, it even protects the spinal nerves from any damage in the future. All the side effects mentioned are likely to happen through or after an open surgery. Another thing is that the possibility of infection is very low compared to an open surgery. It means that the patient can rest at home with his family instead of staying in the hospital for several days and suffering possible complications. Being affordable can also be added to the advantages of this modern treatment. It is much more affordable!
 The effect of these methods are remarkable and amazing. According to the results of a research done on over 12500 patients in America, the success rate of

What are the most common spine problems?

Back pain, lumbar disc herniation, spinal canal stenosis and sciatica pain in the legs are all familiar and frequently repeated complaints in everyone's daily life. More than 80% of people experience these pains at least once in their lifetime, and due to the fear of surgery, they do not seek treatment on time. They don't do it and later they will have to deal with two important impactful problems: First, the result of the treatment (delayed) may not be completely successful and may lead to irreparable and in some cases chronic side effects. Second, the cost is usually more when you delay the treatment, and one might also experience more and longer complications.

So, what should we do? Can all spinal problems be only treated through surgery?

The answer is negative, because today "technology" has come to help spine specialists. Many modern and minimally invasive treatments provided do not require hospitalization nor anesthesia, they can be cured without any cracks or wounds on the skin and only through fine and special needles guided by high tech cameras and advanced equipment (such as laser), this means the process can be done like an outpatient surgery, without the need for open surgery. So people would go to a specialist without hesitation and save themselves from any chronic pain in the future.



What are the advantages of non-invasive method compared to invasive method?

Actually, the non-invasive method has many remarkable advantages: First, healthy body tissues are not attacked or harmed. That is, because the operation is performed only through a special thin needle or sometimes with endovision microlenses, so no cuts or wounds are left on the skin, and no back muscle would be at risk and none of the bones are removed, thus it won't have any side effects for the spine nor on the patient's mobility. This means the patient won't

the operation was more than 78%, and usually after this new method - minimally invasive surgery-, the patient's symptoms disappear quickly.

The patient does not need a long rest after the operation and can return to work and daily routine shortly after the treatment. Another important point is that because these procedures are performed without general anesthesia and it happens only with local anesthesia, the patient does not suffer from the side effects of anesthetic drugs either.

You are also a PLDD treatment specialist. Explain a little about this method.

PLDD stands for Percutaneous Laser Disc Decompression. This is a specialized method, safe and highly effective treatment for all ages, even for children and old people. Today, with the advancement of technology, spine surgeons are trying to operate and treat lumbar disc protrusion using new techniques without causing any unnecessary damages to body tissues. Lumbar disc surgery with the PLDD method is non-invasive, non-surgical, new and very modern technique that does not require any cuts on the skin in order to reach the specific area.

It's known as a closed surgery and is performed using focused laser energy to treat lumbar disc protrusion and reduce pressure on the sciatic nerve. Without the need to put the patient to sleep or have his back split open. This operation is performed on an outpatient basis and does not have any wounds or cuts. The success rate of this operation is more than 90% and in the last decade, it is known as a revolution in the spine surgery.

Where does the "Health Tourism" stand in Iran? And how does it help? Has it had any progress in the past years?

For decades, patients from neighboring countries have always visited Iran for medical treatments, but in recent years, with the development of infrastructure and the expansion of virtual space, health tourism has grown significantly in Iran. For example, our international clinic receives many patients from all over the world, especially from the Middle East. The numbers are pretty high in most months throughout the year.

What are Iran's therapeutic characteristics compared to other countries in the region? Are you and your team prepared to offer medical treatments and services in any other countries if required?

At the moment such modern and minimally invasive services with advanced spine treatment technology can be only provided in few countries. Iran is one of the countries with an advanced medical technology in the Middle East. At the same time, costs, especially medical costs in Iran are not

very high, I mean compared to India, Turkey and UAE it's much cheaper to get medical treatments in Iran. Also, Iran has a rich and attractive tourism capacity. All these doubles the attractiveness of a cheap but high-quality tourist-therapeutic trip to Iran. Our highly specialized medical team provides modern medical services and updated relevant information in Iran and Germany. In order to be able to offer high standard welfare to the patients, to be able to help people in the region to have more access to modern and up-to-date services, as well as to reduce the treatment costs for the patients, our team is working on opening similar medical centers in some of the countries in the region, but this process will require help and support from those countries Embassies in Iran along with some other international organizations.



Unfortunately, during the past years, the number of fraud cases has gone up (health tourism), which has caused mistrust towards the medical community of Iran. What is your opinion? What should be done to build trust again?

Unfortunately, this does not happen only in Iran, many countries which offer health tourism experience the same problem, this is directly due to the unprofessional and profit-seeking middlemen and brokers who appear in the name of translators, in these cases they mislead and sometimes deceive patients inside these countries. Unfortunately, Health tourists usually trust such people due to lack of Information or weak language skills, especially when they find themselves alone in a foreign country. We have observed many cases that foreign patients have been treated wrongly, ineffectively, expensively and sometimes complicated by non-specialists, even due to misguidance of the translators they were taken to some centers which did not have the necessary license nor the required qualification!
 The solution is to introduce patients to

reputable and specialized medical centers related to their problem only through official companies with health tourism licenses. And ask for a translator or guide from the same company. Patients should avoid contacting local and unofficial translators directly, even the translator whom was with them last time! If all the steps through the process are done through official and legal centers, patients are less likely to experience complications, instead patients will remember a good, memorable and successful trip.

Introducing the international group of GP MIS

The German-Persian Medical International Specialists (GP MIS) which is an international group, together with Gardesh Parnian Mumtaz,



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tourism and travel agency (licensed for travel and health tourism services) have been providing ultra-advanced, modern and minimally invasive medical services along with up to date German knowledge and technology in the field of spine, orthopedics and sports medicine to patients in the Middle East, Central Asia and North Africa. Also, many patients from America, Canada, Europe and Australia have also been advised to contact our international clinic due to having highly qualified medical group in Tehran. Patients who want to do their treatment in Europe can also visit our clinics in Germany. All travel and accommodation matters for patients, including; obtaining visas, booking flights and hotels, transfers, translators and city tours are also coordinated by "Gardesh Parnian Momtaz" Travel Agency.

Autoshenas Gives You Only the Finest Service Possible



Mr. Ali Khosravani

Any firm seeking effective competition in the market must find innovative strategies to highlight its capabilities. One of the themes surfacing in the country's automotive industry over the last decade is the quality of the after-sales services as a powerful market making tool and a novel opportunity to generate revenues. Meanwhile, data suggests that the number of car owners returning to dealership service departments has been decreasing since 2020, due to lack of guarantees for spare parts, bad customer experiences and use of generic spare parts to cut costs. This underscored the need for a responsible and responsive car service network in our modern society since after-sales services are the first step in proving our loyalty and ensuring sustainability.

As a pioneer in Iran's auto industry, Khosravani Company views the identification of the missing pieces in the field of car services arising from information technology and tackling the issues using artificial intelligence and specialized staff in sales and after-sales services as a crucial factor in resilience. Having examined and thoroughly comprehended car owners' needs and relying on our half a century of experience and reputation, Auto Khosravani established Autoshenas Auto Services in 2020 to respond to needs in a professional and secure manner, display our commitment to customers and provide families with specialized services and guarantees, so that they can meet their car-related needs with ease and benefit from latest knowledge and technology.

The innovative nature of the move and the positive results from its application in the automotive industry compel Autoshenas to rectify the shortcomings,

provide our customers with peace of mind and create employment opportunities. By the grace of God and with the help of our seasoned staff, we deliver world-class services to our customers in two Shariati Street and Milad Tower centers. We are expanding the scope of Autoshenas operations with five upcoming branches in Tehran and other Provinces and one branch in Toronto, Canada.



Autoshenas services include:

1. Auto café

A place where our customers can wait for their cars in peace.

2. Auto Kar

Paint, dent, engine and authenticity inspections accompanied by written certificates.

3. Auto Yar

Loading, tow service, roadside and emergency car service using our car carriers, tow trucks and motorbikes.

4. Auto Home

On-site quick services to car owners at the workplace or home.

5. Auto Wash

Advanced touchless equipment and nano materials to avoid scratching and increase shine as well as car detailing with special materials.

6. Auto Up

Polish and paint restoration services, application of adhesive films (English KPMF and German ORACAL) and protective ceramic coat.

7. Auto Service

Specialized repair services, including repairs of engine and gearbox, front suspension, steering adjustment, electrical system, dent repair and paint jobs, PDR by highly trained and experienced technicians and using latest technology.

8. Auto Academy

Training courses licensed by the Technical and Vocational Training Organization for the personnel of Autoshenas centers and others interested in participating in the theoretical and practical modules and receiving certificates.

9. Auto Shop

Meeting the needs of our customers by car-related and other products.

10. Auto Plus

Performing entire car purchase and sales processes, including free consulting services by experienced experts and free inspection services.

11. Auto Part

Imports, procurement and supply of car spare parts required by personal car owners and maintaining authenticity, quality, guarantees and best prices.

Autoshenas continues to meet the standards required for a dynamic and successful comprehensive car service center that has added the following services to enhance the customer experience.

- Offering loaner cars as a convenience to customers whose car repairs will take longer than a few days.

- Written prepurchase inspection reports for 100% compensation on potential losses.



- One-year guarantees for engines and gear boxes of purchased vehicles (including used vehicles) from Autoshenas.

- Point-to-Point car services.

- Filling the gas tank for free before delivering the car to the customer.

- 3,5 and 7-star Auto Yar membership cards for emergency services.

It must be noted that Autoshenas is the sponsor of a stall at the Jobzee Town in Milad Tower (Karbazia), where children can learn about cars and how they work.



Karbazia "Milad Tower"



Iran's Economic Outlook

Croatia: The Crossroads of Cultures and Civilizations

Iran-Turkey Joint Chambers of Commerce Calls for Donations for Those Affected by Turkey Earthquake

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A Stroll Through Tabrizi Museum of Anthropology

Mountain Medicine Makes the Thrill of ...

Marcel Duchamp's Contribution to Dadaism

The Arab Genius Alongside the World's Most Marketable Footballer

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On the Cover



The cover of the new edition of Trends highlights the ever-growing importance of advanced technologies in key industries including agriculture.

Smart agriculture and food processing, especially in countries such as Iran which suffer from water management and other inefficiencies could be the best way to leap forward and boost productivity, ensure quality and make agrifood products affordable. More on the topic in this issue from various content contributors...



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Editor-in-Chief & Chairman



MESSAGE



Welcome to the 7th Issue of Trends!

A lot has happened since the last issue of Trends; most notably the devastating earthquake in neighboring Turkey, and Syria. While there was another earthquake in the city of Khoy in Iran, the scale and scope of the disaster was pale in comparison to what happened in Turkey and Syria, which caused more than 52,000 casualties. It will take several years and tens of billions of dollars to rebuild the hit areas, but more importantly it will take a strong will to change construction standards and adhere to them to prevent such a large human and financial losses in the future. The sad incident also reminded Iranians about what would happen if a major earthquake strikes a city like Tehran (which also sits on major fault lines).

Many believe that a quake with similar magnitude will cause hundreds of thousands or even millions of casualties in the Iranian capital with shady building standards and poor road infrastructure to be used for rescue efforts. One can only hope that Iranian authorities would quickly upgrade such standards and come up with comprehensive plans to be prepared for such potential disasters. Public awareness and education can also play a vital role in surviving as well as in saving lives after such natural disasters. In this issue we will hear from Iran-Turkey Joint Chamber of Commerce on how individuals and companies can help with rebuilding efforts in the hit regions. We will also cover more on the subject in future editions of Trends.

The main theme of this edition is "Smart Agriculture" which, considering water management and other inefficiencies in that sector in Iran, is and will be a hot topic for years and

even decades to come! We have several interesting articles and interviews to better understand the ever-growing importance of advanced technologies in key industries including agriculture, and how they can be deployed to save precious resources such as water and energy, boost productivity, improve quality and keep food prices affordable in our high-inflation era.

In this issue, we also have exclusive interviews with two esteemed Ambassadors, those of South Africa and Croatia, to learn more about their beautiful countries and bilateral political and economic relations. We also have an engaging talk with Iran-Turkey Chamber of Commerce to have a better understanding of people to people and business to business contacts as well as bilateral trade and cooperation opportunities.

Finally, we have an exclusive interview with a successful female executive in the UAE; Amira Sajwani, the prominent Managing Director of Damac Properties, to learn more about her personal journey in the business world, to better understand the real estate market scene in Dubai, as well as to discuss the rise of the giant property developer, Damac. As for the highlight of the Lifestyle section of this issue of Trends, we have a unique insider view of the "Vault" at Tehran Museum of Contemporary Art, a hidden treasure among the world art collections, with more than 3,000 astonishing masterpieces from the likes of Picasso, Francis Bacon, Giacometti, Andy Warhol and Jackson Pollock!

Enjoy...

Amir Cyrus Razzaghi
Editor in Chief

Aram Razzaghi
Chairman

Trends

Iran's Economic Outlook

By: Farid Atighehchi

It would be a perverse study of the economic outlook of Iran if we ignored the elephant in the room; the recent civil unrest sweeping across the country. In business circles, people are constantly assessing the situation, from the probability of JCPOA revival to the state's stability in the face of a popular uprising and what all this means for economic activity. Ideas and comments show a desperate hope that any new development will somehow end in a positive outcome despite the prevalent feeling of doom and gloom.

The question that guides business decisions now is if the deteriorating economy, especially the rise of poverty and ensuing discontent in the masses will lead to state failure. Additionally, we may ask what that means for the individual business and its survival. Let us start by finding the cost of the internet disruptions since September.

Economic Impact of Internet Shutdowns

Calculating the economic impact of the internet shutdowns and interruptions since late September 2022 until early January 2023, shows that about 23 billion dollars' worth of business has been negatively affected. That is to say, using a crude estimate, that magnitude of economic activity has faced problems such as delayed communications, delayed deliveries and delayed transactions. The actual losses may be less or more than this number. A more certain estimation, only accounting for fully-online businesses, shows a minimum of 2.3 billion dollars may have been lost.



Iraqi Prime Minister replaced the country's Central Bank Governor, Mustafa Ghaleb Mukheef, in January. Mukheef were allegedly at odds with Iranian-aligned forces and against Iranian monetary ties in the Bank.

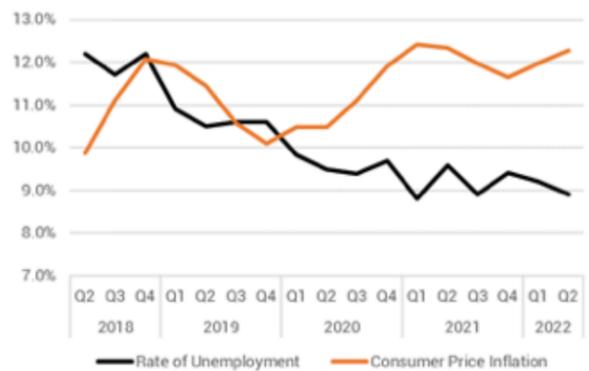
Therefore, the losses may have been anywhere between 21 to 210 million dollars a day. When we put this number against the poverty line, per official and semi-official statements at 360\$ per month per household, it shows that a minimum of 430,000 household-years has been lost—that is a loss worth the annual income of 430,000 households in 2022. This number may easily be in the range of 4.2 million household-years. At the time of writing this essay, internet restrictions are ongoing, with communications over the internet, especially on mobile phones, reduced to a bare minimum of basic services. And so, the loss making is continuing. Per different estimates, up to 13% of the households in Iran directly rely on income generated over the internet. It is noteworthy that, based on speculations of the volume and known prices, Iran sells about 70 million dollars of crude oil per day. On average, internet shutdown has cost Iran about the same amount as its oil exports. However, while comparing the value of losses, we should remember they are not incurred by the same people. This disruption may seem part coercion and part punishment but, as the state transfers this cost to the working population, the economic impact actually benefits the stability of the state—that is, while the state contains the discontent.



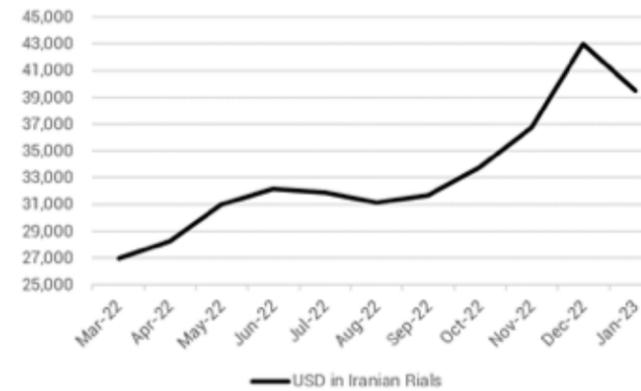
Morteza Farrokhi, Undersecretary for Legal and Parliamentary Affairs, issued a memorandum to universities across Iran in January to send their list of academics who should be allowed to access the "open" internet.

The Makings of Discontent

Official statistics put the consumer inflation at more than 45% in 2022. A sustained, high inflation rate over the course of the past few years means that the prices of, for example, food basket has increased by more than 4.3 times since 2018 and risen by 68% since last year. This is while the income of the working class does not rise at this rate. The official consumer price index reflects the realities in the market but with limitations. Especially one could argue that the weighting the government uses in its calculation is not very appropriate. In summer 2022, the last data published by the Statistics Organisation shows the number of unemployed at 8.9%. We have no way of verifying if this number is accurate. What is clear is that it is becoming increasingly difficult for the ordinary people to make ends meet. The policies and interventions of the state, for example in real estate, energy and financial markets, predict higher consumer inflation in 2023 than many previously expected, namely over 50%.



What made the biggest splash in the market and among businessmen and other people was the drop in the value of Rial, especially as the protests started and began to gain momentum and also when it became much more apparent to people that the prospects for the revival of JCPOA is bleak. In less than nine months since March 2022, Rial lost a third of its value against the US dollar, and other major currencies. Keeping Rial increasingly looks like a hazard to a terrified population. That is one reason cash is now scarce as people try to convert Rial to other assets, from foreign currencies to cars to real properties.



Climate change and mismanagement of environmental resources is also putting pressure on people. There are official plans about an upcoming "water market" for drinking water. For a country with widespread infrastructure and, so far, very high access to drinking water across its urban and rural areas, this is grim news.

The question is if these and other social, economic and political woes would turn polarisations to larger civil unrest. And will they tear into the institutional fabric of the state?



Soon after the writing of this article, the news came about "movaledsazi," a decree from the Supreme Leader, officially agreed between the heads of the branches of the government without going through the usual channels, and with the Supreme Leader giving full immunity to the committee that is to carry it out.

Political Economy of Protesters and State

It is easier to take averages when, for example, we talk about purchasing power parity but the allocation of resources is anything but a normal distribution in the current Iran. The state is an oligopoly that controls most of the economy. If the economic situation were to deteriorate, it would not deteriorate for all equally and therefore would not destabilise the system altogether. Trouble would come if they were to threaten the institutions, which have shrunk in number in mergers and hostile takeovers just like businesses.

These institutions spawn new political positions that incentivise lower echelons of power to offer support and extra work. Many different "councils" as well as lower-level "committees" in the past decades could be named as testament to this practice; there seems to be close to 3,000 state agencies and bodies and more than 12,000 semi-

governmental companies in Iran while, for comparison and according to Forbes quoting a US Senator, there are 430 departments, agencies, and sub-agencies in the US. The state may have found that it cannot create further positions at a national level. It would then try to organise the competition at lower levels. The upcoming pseudo-federalisation formalises the career paths of the state agents locally. This would mitigate the negative effects of the slowed economic growth on the support the state receives from its agents. Meanwhile, the increase in inequality makes the prospect of a bureaucratic career even more attractive because the stakes for state agents become even higher where they can apply and work their way up the ladder to eventually get rents.

The state also needs safety valves. For example, a part of the former middle class used to be bureaucrats, some of whom made it to the top but some were not promoted despite their loyalty. For those rejects, there has been a smaller reward: retirement in an advanced economy. Where the state cannot repay its agents in form of rents and higher positions for their diligent work, they are offered a retirement abroad. A noticeable number in the Iranian diaspora in Europe are former state officials and their families.

This formalisation at the local level, still unfamiliar for the agents, combined with the economic uncertainty, would push them to not only intensify coercion of the working



Undersecretary for Terrorism and Financial Intelligence at the US Treasury, Brian Nelson, visited the United Arab Emirates in early February and shared "Treasury's focus on rooting out evasion of U.S. sanctions, particularly on Russia and Iran, and its commitment to take additional actions against those evading or facilitating the evasion of sanctions," reads a readout from the Treasury.

population to maintain inequality, but also to extract more labour from them to further their prospects of promotion. The pseudo-federalisation and a council of leadership replacing the position of the Supreme Leader, both ideas increasingly propagated around on social media and on the street, would keep the existing hierarchical system of the Islamic Republic safely in place. The state seems to have already been able to start this process, as evident in the budget of 2022.

This political reordering of the economy renders the purchasing power parity or the discontent of the working population irrelevant. From the state-dominated start-up community to government-sanctioned pop music events and film festivals, the state tries to provide ways to help some let off steam but it may be inadequate still as we see more frequent demonstrations. The recent protests however, while large in number and unified in theme, do not seem to have reached a critical mass of supporters to physically

Iran's Economic Outlook

threaten the state. The fate of the state will be determined by a balance between its safety valves for the labourer and the level of inequality it wishes to maintain.

As for the middle class, we could expect government policies to further increase inequality in favour of the ruling class, while growth stays sluggish by incompetence and misalignment. A middle class may be emerging out of a new generation of state agents though. For this new group, consumerism may still be a political taboo and their population may be lower than the old one which was growing in size and expectations of reform but they will sustain part of the consumer market that has been eroding recently. This re-emergence of middle price ranges in the market should be visible in the next few years.

Meanwhile, a larger proportion of people are thrown into poverty or are at its precipice, prompting lower consumption in the market. While this means less sales in the mass market, the widening wealth gap and Iranian working class becoming poorer will not probably reflect in the GDP.

Nonetheless, a sluggish economy may undermine the loyalty of state agents.

Assessing how some of the major contributors to the GDP are doing is a clue as to how successful the state will be because if its major economic lifelines are threatened; it might lose the support of its agents. We should ideally look at the financial services, oil and real estate but here let us suffice to briefly review the latter and see if it will collapse. There is a gigantic bubble in the real estate market of Iran. Property prices across the entire country, and not just in Tehran, usually surpass those of global cities, are only short of those in Monte Carlo and easily rival New York and Paris. It does not take a genius to see that cannot be right. The bubble is a production of the banking system. Banks are expected to offer lucrative credit lines to state agents in many different situations. These loans are not paid off and the banks need to compensate for the negative impact on their balance sheet.

They do so by selling and repurchasing their real estate assets at a spread. This story is repeated every single day, in large numbers and continuously. The result is an asset price inflation far from the fundamentals of the market. The government also helps inflate the prices in its direct interventions. For example, in the backdrop of continued efforts to sell housing in parcels of square meters in the public market, the government recently announced it has the central bank offer stocks to individual banks.

The banks then would sell the stocks on the Tehran Stock Exchange in order to fund the "national housing programme." They would be the benefactors in a "programme" where the state is the real estate developer and production is through contractors who barely share ownership, receive lower in monetary terms than in a private setting and are instead expecting rents. It has already gathered a huge market of contractors, while there is an exodus of established, private developers. The result is that the banks would benefit from reevaluating their stocks and the price of properties irrelevant of fundamentals. This will prove a huge expansionary operation and will result in much higher housing prices without much actual supply of housing to the market.



Ali Shariati, member of Iran-Iraq chamber of commerce, speculates if Iran is printing money backed by the assets frozen in Iraq.

A number of factors, from the importance of offering loans to state agents to the rising consumer inflation independent of housing prices, leads to the disproportionate significance of this sector. It both employs a large number of people and attracts a large share of investments.

The sector is highly fragmented and with so many stakeholders, with both the owners in the working class and the state benefiting from the continued rise of prices, neither wants to see the bubble burst. Although the benefits for individual home owners are deferred –that is their equity is not liquid– while the state's, through the banking system, is. With the banks playing as both suppliers and buyers and with no financial derivatives built on real estate, the chances for destabilisation in this sector is suspect. Unchallenged, real estate continues to sustain the state and its agents.

The same goes for financial services. It also looks good in oil, gas and petrochemical sector as well. For example, Iran continues to sell its oil despite the sanctions. While there are no official statistics about this trade, estimations are about one million barrels per day for prices sometimes a good \$8 above Dubai. If and how the payments come through may be irrelevant as the oil income feeds the ruling class and it is only when it is depleted that the mass market would feel an indirect pressure, usually in the form of more taxes.

As long as the population who enter the bureaucratic path looking for rents dominates the discontented masses and, more importantly, as long as the state can honour its promises to its agents, the costs are borne only by the working population and the state stays put. Sectors such as real estate and financial services could be artificially inflated, exploiting the working population and outside the reach of the sanctions. Also, the pseudo-federalisation plan not only does not undermine the system or mean reforms but it will strengthen the prevailing institutional arrangement. In the transition, there will be reshuffling of state agents, hurt feelings and targeted attacks.

There will also be chaos, failure and fatigue in business. However, the values, rules and rulers will stay the same. Old theories are never disproved. Businesses will need to adapt and abide, and the masses could either pay up and join the party to get wages or promises of promotion or they will suffer on the peripheries.



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Investment And Opportunities

Tehran Stock Exchange

By: *Torquoise Partners*

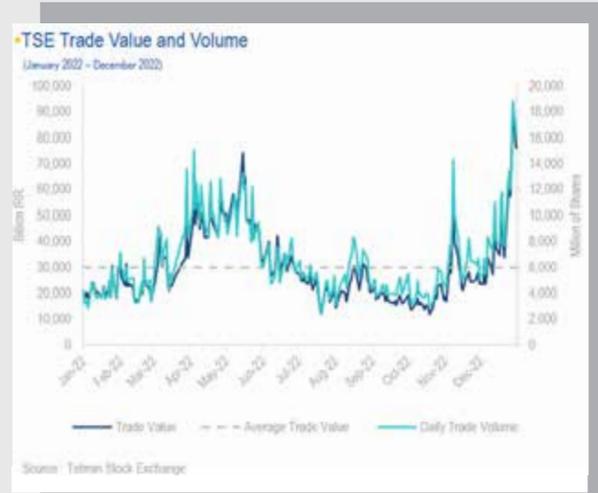


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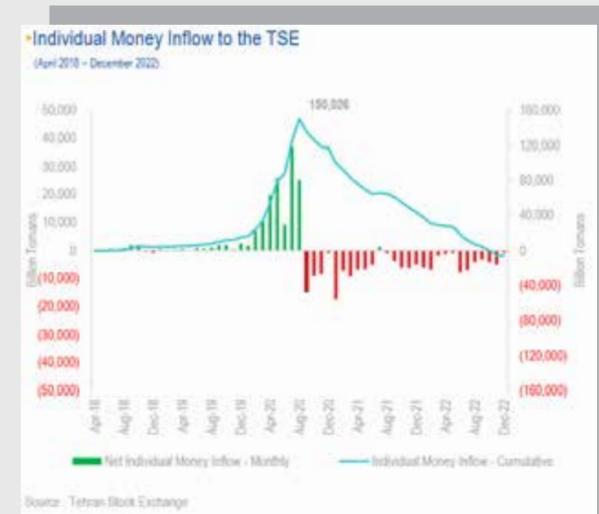
Sentiment on the Tehran Stock Exchange (TSE) was bullish in December, pushing the market index up by 12.2%. Those who invested recently in the belief that share prices were cheap, have seen positive returns for the second month in a row.



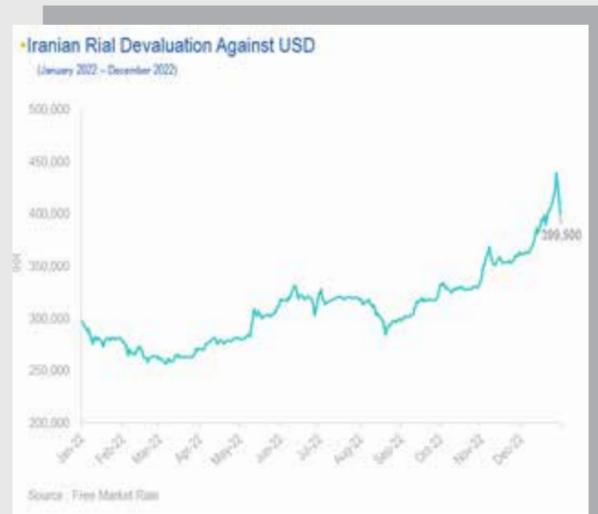
Trade volumes moved significantly higher compared to the one-year average as a result of higher investor activity and a more optimistic market sentiment.



The devaluation of the Iranian Rial continued in December at an even swifter pace. The free market rate of USD/IRR rose by 10% over the course of the month.



Retail money outflows also were different in comparison to the one-year trend. Retail investors on average were more likely to purchase stocks after having been consistently selling their portfolios for several months.



Currently, the sentiment is slightly pessimistic regarding a political agreement being reached between Iran and Western countries. This is a key factor in creating a spike in demand for international currencies. Contrary to the free market rate, the official rate was only slightly changed; this has resulted in the largest spread ever between the two rates. Although the effective rate for listed companies is mostly correlated with the official Nima rate, stock prices have more or less adjusted to the free market rate.

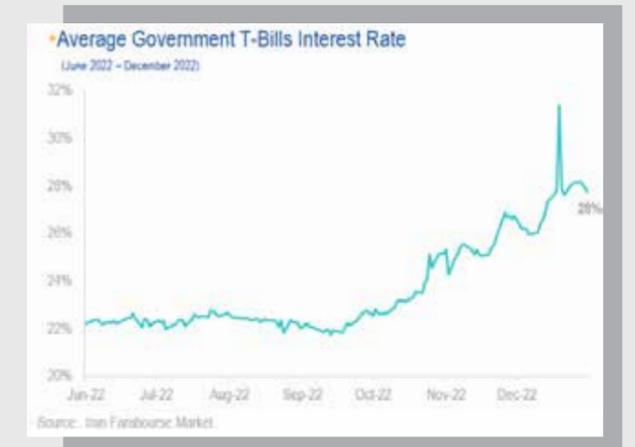
This might have happened because investors expect this spread to be temporary and for the official rate to rise in the near future. Also, the sharp devaluation in local currency terms have triggered greater demand for other asset classes and the stock market in particular.



Commodity prices have always significantly influence equity investors in Iran. A major portion of listed companies on the TSE are either commodity exporters or alternatively sell their products in the local market at prices based on global rates. In addition, oil exports are important for the government budget and related expenditures. December was a relatively stable month for commodity prices and consequently, concerns about price falls have subsided at least in the short-term.



Interest rates continued to increase in December and most fixed-income funds started to offer a higher yield to their investors. Contrary to recent months, however, investors were more focused on buying stocks since the real interest rate has moved lower due to higher inflation expectations.



The new chairman of the central bank of Iran was appointed at the end of December. There are signs that the sharp increase in the USD/IRR rate and the previous chairman's insistence on maintaining high interest rates were the main reasons for this replacement.

With the new head of the central bank now appointed, there are greater expectations that there will be more pressure to bring the Rial devaluation under control. This caused very nervous investor sentiment (due to the correlation between equity strength and a weaker currency). This was manifested after his first official speech when a strong sell off occurred on the last day of December. These concerns were mitigated after the central bank revealed more details about its policies.

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IRAN-TURKEY JOINT CHAMBER OF COMMERCE CALLS FOR DONATIONS FOR THOSE AFFECTED BY TURKEY EARTHQUAKE

By: Iran-Turkey Chamber of Commerce



The Iran-Turkey Joint Chamber of Commerce extended its sympathy to those affected by the earthquake that struck Turkey, to deliver on our responsibility to society as the private sector representative.

In the aftermath of a devastating earthquake with a high death toll and massive economic losses and at the initiative of the chamber secretariat, the Foreign Economic Relation Board of Turkey (DEIK) has announced bank accounts to

collect donations. After consultations with the Turkish Embassy in Tehran and receiving a list of necessary supplies, large suppliers were identified in order to purchase and transport the items through different channels. The procedure will be monitored until the favorable outcome is achieved.



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YEKI HASTIM RESPONDS WITH AID TO KHOY EARTHQUAKE VICTIMS

By: YEKI HASTIM NGO



The 5.9 magnitude earthquake that hit Khoy in the late hours of Saturday damaged over 7500 homes while a further 2000 buildings collapsed. There were 1000 injuries and 3 people are reported dead, including an 11-year-old. Three more people died of carbon monoxide poisoning in their tents.

required propelled us to join other aid agencies and provide assistance by enhancing relief coordination.

The organization postponed entering the field to evaluate the situation and the relief efforts. After assessments and several meetings, we decided to focus on disadvantaged people like orphans, children with disabilities and single mothers. Our aid is delivered in three different stages. First, the basic needs of the survivors are met before they are provided with containers as safe temporary housing. During the

The quake brought down more buildings in villages than in the city due to the use of mud bricks and disregard for the Housing Foundation and engineering construction protocols. The government response was complemented by volunteers rushing in to deliver urgent aid to the victims, sending supplies such as tents, blankets, heaters, food, clothes and medicine. Yeki Hastim NGO mainly operates in southeastern Kerman, in the underprivileged region of Jazmourian but news of the help

third stage, earthquake damaged buildings are repaired for people who are unable to take part in repairs due to disabilities and poverty. As a result of the positive outcome of the aid project for Khoy earthquake victims, Yeki Hastim NGO is setting up protocols for a crisis control department within the organization.

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Iran & South Africa: A New Perspective



H.E. Ambassador Vika Mazwi Khumalo
South African Ambassador to Iran

Vika Mazwi Khumalo has been the Ambassador Extraordinary and Plenipotentiary of the Republic of South Africa in Tehran since 2018. He has a bachelor's degree in education and a master's degree in business management, as well as an LLM on Technology and Intellectual Property Law.

He held several management positions since 1984 before being appointed South African Consul General in Shanghai, China, in 2010. During this period, he was the Commissioner-General of South Africa Section, at World Expo Shanghai in 2010, and Convener and Founding Chairman of Shanghai Int'l Chamber of Commerce in 2011. He went on to assume the position of Ambassador Extraordinary and Plenipotentiary of the Republic of South Africa in Ankara between 2012 and 2016.

Please tell our readers about South Africa, its history, people, art, culture and economy, as well as its natural beauty and tourist attractions? What are the current opportunities and challenges for South Africa?

For those readers that may not already know, South Africa is approximately the size of the Islamic Republic, with a slightly lower population of 60 million people. The country also features a very diverse and scenic geography ranging from desert landscapes, Mediterranean climatic zones, and subtropical areas to everything in between. Such diversity is more evident when traveling inside South Africa within 100km you experience completely different climatic zones and or cultures.

South Africa has a very long history of settlement at least dating as far back as being known as the Cradle of Humankind. This history, unfortunately, was marred by Dutch and British colonialism and the subsequent oppression and discrimination of people based on their race under the apartheid system. However, the long and hard struggle South Africa undertook to ensure the freedom, non-racialism, non-sexism and human dignity for all who live in the country are entitled to, have also ensured that the country is one of the most culturally diverse countries globally. This is attested to the fact that South Africa now has 11 official languages with many other languages, including sign language being constitutionally protected. Although most South Africans speak 2 or more languages the primary language of business and governance is English.

This diversity results in a very vibrant environment not only culturally but also economically. The opportunities are thus also endless, but this does not mean that South Africa does not have its own challenges.

The main challenges South Africa continues to address remain centred on the issues of poverty, unemployment and inequality, in particular as this relates to the majority of the population that was subjugated under apartheid. Therefore, the country continues to deal with and rectify the legacies that the apartheid and colonial systems left behind.



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

South Africa and the Islamic Republic of Iran continue to enjoy cordial and friendly historic relations. These relations were established c.1940 and following the Islamic Revolution, the Islamic republic played a major role in isolating the apartheid government as well as continuing to support the liberation of South Africa.

It thus followed naturally that full diplomatic relations were quickly restored following South Africa's first democratic elections in 1994 and that the relationship was further formalised through the establishment of a Joint Commission for Cooperation in 1995. The latter is chaired by the Foreign Ministers of the two countries and meets formally on a biennial basis with various intersessional mechanisms and technical working groups supporting the Joint Commission. The area of focus is wide ranging from political to economic interactions.

Underscoring the relations between the two countries is the fact that 23 bilateral agreements have been signed in the past and currently a further approximately 30 agreements are under review as new agreements or instruments aimed to update or replace current agreements.

Please tell us about the history of trade between the two countries. Also, what is the trade volume between Iran and South Africa today? What products and services are still being exchanged, if any? Do you see any major emerging trends/patterns?

Trade has diversified substantially with a wide variety of items or sectors being traded.

In 2016 former Presidents Zuma and Rouhani committed the two countries to further diversify economic engagements to a level of US\$2 billion per annum by 2022/2023. Unfortunately, this target could not be reached primarily due to the unilateral sanctions' regime imposed on Iran by the USA.

This development in 2018 had the further impact that economic engagement shifted towards unsanctioned sectors and items with current trade level just under US\$300 million per annum.



The main trends or patterns any country would need to contend with will be the continued global recovery from the Covid-19 pandemic and especially the pandemic's impact on supply chain processes. The further continuing global impact would be the ongoing conflict in the Ukraine and its further effects on the global economy.

What do you see as the biggest hurdles on the way of doing business between the two countries (domestic politics in Iran, US sanctions, lack of information among traders on both sides etc.)? What do you see as the opportunities and challenges for Iran in 2023/4 and beyond (economically, geopolitically, internationally...)?

The biggest primary hurdle remains the unilateral coercive measures imposed on the Islamic Republic by the USA. Although, South Africa does not officially recognise any unilateral coercive measure, our private economic sector and actors remain mindful of the possible impact this may have in respect of their global activities.

In respect of these sanctions, the two main obstacles even when engaging in humanitarian or unsanctioned sectors remain the restrictions on banking and financial transactions as well as shipping lines.

As you know, South Africa and Iran are geographically quite some distance apart and overcoming these challenges also raises the cost of doing business, which serves as a further

deterrent for especially smaller economic entities.

A very positive development was that the Trade and Promotion Office (TPO) of the Islamic Republic has agreed to ensure that an economic centre is created at the Embassy in Pretoria. This will clearly assist in raising the level of awareness of especially the economic opportunities that Iran continues to present to South Africa as well as providing information to interested parties on how to continue to engage with Iran even in a restricted environment.

As the Embassy in Tehran, we continue with our strong economic focus engaging various Ministries, provinces, Governors, Mayors as well as companies to identify and engage on a variety of opportunities in various sectors despite, the hurdles imposed. The model utilised by the Embassy has even been adopted by other actors.

We further continue to support South African investors in Iran and one example of this is MTN, which is in a 49% partnership with Irancell. MTN having re-evaluated some of

its investments in the region has remained committed to Iran and continues to expand its investments within Iran through this partnership. Examples of recent investments, together with its partner, IranCell, included completion of phase one of the 5G internet network, developing the Northeast Switch Center, first phase of the extension of fiber-optic internet lines, launching a new mobile and fixed network (TD-LTE), expanding rural communication systems or the Universal Service Obligation (USO) and a new version of the Irancell-e-Man (My Irancell) application.

This is a further testament of the importance South Africa and its multinational companies continue to attach to Iran, despite the difficulties imposed.



Iran & South Africa: A New Perspective

The theme of this issue of Trends is Smart Agriculture & Food Processing and South Africa is among the most fertile countries in the world when it comes to agriculture. Is the country moving towards smart farming? Also, has there been any cooperation between Iran and South Africa in the agriculture sector?

It is important to note that based on average annual rainfall figures, South Africa should not be a major agricultural producing country. However, the agricultural sector as a whole remains an important sector within South Africa as well as one of the main employment and livelihood creators in especially rural areas.

In South Africa, there are approximately two million smallholder or household farmers compared to 35,000 commercial growers.

Technology has and continues to completely transform agriculture over the last few decades. These days, producers are integrating everything from drones and satellite sensing to genetic modification and, more recently, artificial intelligence (AI) into their operations to reduce costs and enhance yield. However, in the South African context, a dualistic agricultural economy exists with highly developed commercial players on the one side and small scale or even subsistence farmers on the other. This differs from various other regions across the African continent where there is greater focus on small-scale producers. In general, these large commercial farms tend to have greater access to more resources, including knowledge and funding while small farmers generally struggle to even sustain, or grow their businesses.

Therefore, a fair amount of technology has already been successfully applied in South Africa, specifically within the commercial sector. The implementation of smart farming technologies over the years has helped producers and growers to achieve the highest potential in whichever farming activity they choose to undertake.

Currently, South African, mainly commercial producers apply everything from regenerative agriculture, which relates to the use of smart technologies to improve efficiency, to gene technology. The use of the latter has showed great results in increasing yields, with genetically modified maize production now making up about 80% to 90% of the total. Genetic research has enabled plant varieties to be created that are more drought resistant while producing greater yields, especially within South Africa's limited overall rainfall context.

The more recent introduction of AI is also significantly increasing not just the quantity, but the quality of produce. This includes robotic packers, climate sensing on the actual plants (especially in vineyards) and quality control within packaging warehouses, such as identifying eggs or produce that do not meet required quality standards.

The emergence of online marketplaces, accelerated by the Covid-19 pandemic, is supporting the marketing of farming operations by making it easier for producers to market themselves and their produce and to access distribution channels outside of their typical geographic areas.

However, all of this technology comes at a price, which remains largely unaffordable to smaller-scale and especially subsistence farmers. This needs to be addressed through not only assistance to these farmers but through greater

collaboration at all levels, also extending to other specialists within the value chain that can assist with skills and knowledge transfer.

Not only government but various start-ups in South Africa have taken up the challenge to assist these smaller-scale farmers with initiatives such as online stores for selling raw materials like seeds, chemicals, and fertilisers; supplying information and technical support; and pairing investors with these farmers to upscale their businesses.

South Africa's conservation agriculture policy together with the National Development Plan, aims to fast-track smallholder participation in agri-business, job creation and sustained rural livelihood opportunities. Government has committed to develop smallholder agricultural opportunities for 300,000 households and to create about 145,000 jobs in agro processing. This will result in economic growth, food security and poverty reduction.



What other industries are strong in South Africa and potentially of interest to Iranian traders, industrialists and investors?

South Africa has a very strong industrialised formal economy that encompasses all of the traditional economic sectors, i.e. from primary economic commodity based industries (natural resources extraction), a very advanced service sector to manufacturing. Over 180 Fortune Global 500 companies are present in South Africa

South Africa remains one of the largest overall economies in Africa, only rivalled by countries with much larger populations and thus domestic consumption. It remains the most industrialized economy in Africa. South Africa boasts the best 3 airports in Africa, and in terms of ports in Africa has the largest coal terminal, the largest iron ore terminal and the largest overall port. This is all connected with an extensive road network as well as railways. The Sishen-Saldanha railway link is currently running the longest trains in the world to transport iron ore. This is no small technological achievement considering that this is safely achieved while utilising a narrow gauge of only 1,067 meters with 372 wagons each carrying 100 tonnes of ore. South Africa's economy is also very technologically advanced, and some of our achievements boast the first heart transplant,

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 or sports activities between the two countries planned for 2023?

The two countries continue to exchange many delegations at a private level in a variety of sectors and industries. However, the 15th Session of the Joint Commission for Cooperation will be hosted in South Africa during 2023 with the further aim of President Seyyed Ebrahim Raisi conducting an official State Visit by to South Africa. These events will obviously include official business delegations.

In addition, the two countries are also working towards a visit to South Africa by Deputy Minister Safari whose visit will precede the two above mentioned events.



How do you see the frozen JCPOA talks impacting relations between Iran and the West? In your opinion, can the JCPOA be revived despite the challenges? Can that make Iran a possible trade and investment destination for South African companies?

South Africa continues to remain a strong advocate for the peaceful resolution of disputes and conflicts through inclusive dialogue and engagement. Therefore, South Africa also believes that this is the only way forward to resolve or revive the JCPOA, but this will only be possible if all parties show true commitment in seeking a mutually acceptable and beneficial outcome. South Africa believes that this remains achievable despite all the challenges it currently faces.

If a positive outcome could be attained, naturally boost trade and investment between South African and the Islamic Republic of Iran. However, we believe that our commitment to engagement should not be determined by unilateral coercive measures and we will continue to engage and build relations with the Islamic Republic even within a sanctions environment.

Therefore, South Africa will continue to explore opportunities for both countries, within the framework of the unilateral sanctions, rather than rely on or wait for a specific agreement or outcome that may (or may not) further facilitate interaction, especially economic engagements.

When it comes to nuclear non-proliferation, South Africa is considered a unique case and one of the only countries in the world to give up nuclear weapons. How did that happen and what was the impact on the country's economy and international relations?

The Weapons of Mass Destruction (WMD) was developed by the former apartheid regime as a deterrent during the 1970's producing the first military device in 1982 with an approximate yield of 19 kilotons. However, with the advent of democracy in South Africa a decision was taken to end this programme since it was not in its interest to possess such capabilities if the country wished to emerge from apartheid as a respected and trusted member of the international community.



The devices were thus destroyed and South Africa subjected itself to an intensive and thorough international inspection by the IAEA to allow for certification that South Africa was compliant by 1994 and had dismantled all programmes and devices related to its nuclear WMD programme. South Africa also became a member of the NPT in 1991.

In essence former President Nelson Mandela summed up South Africa's view best while addressing the United Nations General Assembly in 1998 by stating that: "In reality, no rational answer can be advanced to explain in a satisfactory manner what, in the end, is the consequence of Cold War inertia and an attachment to the use of the threat of brute force, to assert the primacy of some States over others".

South Africa, especially during the apartheid era, had other programmes developing non-nuclear weapons of Mass Destruction. It should be noted that in the very same spirit we ended all of our biological, chemical, and ballistic missile programs in 1993.

It is within this context that South Africa remains a strong proponent for the right to the peaceful uses of nuclear technology as well as a strong opponent to the development, manufacture, stockpiling, acquisition, testing, possession, control or stationing of nuclear explosive devices, as well as the dumping of nuclear waste.

Iran & South Africa: A New Perspective

South Africa thus has in the past and will continue in future to take strong positions on non-proliferation, disarmament, the peaceful use of nuclear technologies and the international legal frameworks and bodies governing these. South Africa has played instrumental roles in the establishment of the African Nuclear-Weapon-Free Zone Treaty, also known as the Pelindaba Treaty, and the African Commission on Nuclear Energy (AFCON), which South Africa is hosting as an African Union body. South Africa also has been a very vocal supporter and promoter of the UN Treaty on the Prohibition of Nuclear Weapons (TPNW), adopted in 2017, with then President Zuma stating at the signing ceremony that: "As a country that voluntarily dismantled its nuclear weapons programme, South Africa is of the firm view that there are no safe hands for weapons of mass destruction [...] We are making a clarion call to all member states of the UN to sign and ratify the ban treaty in order to rid the world and humanity of these lethal weapons of mass destruction."



Tell us about tourist attractions in South Africa. Is there any one in particular that you recommend or is your favorite? (Mapungubwe Cultural Landscape; Richtersveld Cultural and Botanical Landscape; Khomani Cultural Landscape; Barberton Makhonjwa Mountains; Cape Floral Region Protected Areas; iSimangaliso Wetland Park; Vredefort Dome; Maloti-Drakensberg Park...).

It would be difficult for me to choose a firm favourite, also since most South Africans will have some bias in respect of the region they originate from. For people originating from Kwazulu-Natal there will be nothing better than the province's beautiful beaches, subtropical climate, the midlands area, and the Drakensberg Mountains. Someone from Cape Town may be of the view that the Cape Mountains, Table Mountain, Robben Island, and the tranquil West Coast may be the best areas in South Africa. This goes to show that South Africa has an impressive amount of natural and cultural diversity for any visitor and can cater for the preference of any individual, whether they may prefer warm or cold oceans, a Mediterranean climate, deserts or semi-deserts, grasslands or mountains, game safaris or city life.

Some of the natural wonders South Africa possesses that your readers may not be aware of include, 21 national parks (game reserves) and a myriad of private reserves, 3000 bird species, the Big 5 (buffalo, elephant, leopard, lion and rhino), the largest man-made forest in the world (Johannesburg/Pretoria), the highest waterfall in the world (interrupted Tugela falls in the Drakensburg), the largest green canyon in the world (Blyde River Canyon), the world's best land-based whale watching spots, homes of two Nobel prize winners (Nelson Mandela and Desmond Tutu) in one street (Vilakazi Street in Soweto), 1 of 18 so-called megadiverse destinations globally, and offers for the adventure seekers the highest natural bungee jump in the World, shark cage diving with Great White Sharks and many other adrenaline filled activities. sanctions, rather than rely on or wait for a specific agreement or outcome that may (or may not) further facilitate interaction, especially economic engagements.



How has your personal experience been so far in Iran? Do you see any similarities between Iranians and South Africans? Have you had a chance to see other parts of Iran besides Tehran? Would you recommend Iran as a tourist destination to fellow South Africans?

I have been fortunate to have travelled to various provinces and regions within Iran. I have learned that similarly to South Africa, each region presents unique natural beauty, significant histories and is filled with people of many local cultures. The people similarly are welcoming and friendly, not only to strangers but to foreigners as well.

Wherever I have visited, locals were eager to learn more about South Africa, while they eagerly shared their proud history and regional diversities that constitute the Islamic Republic.

Unfortunately, Iran remains overlooked as a main tourist destination, but based on my own experiences I believe that any person should visit the Islamic Republic at least once in their lifetime.

AGRI Factoid

This text provides general information. Trends assumes no liability for the information given being complete or correct. Due to varying update cycles, statistics can display more up-to-date data than referenced in the text.

\$ 34,100,000,000

Expected market value of smart agriculture worldwide by 2026



The market value of smart agriculture worldwide is forecast to reach around 34 billion U.S. dollars by 2026. Smart agriculture is used to enhance agricultural productivity, address agricultural-based issues, such as food demand, and make farms more connected and intelligent.

\$ 14,400,000,000

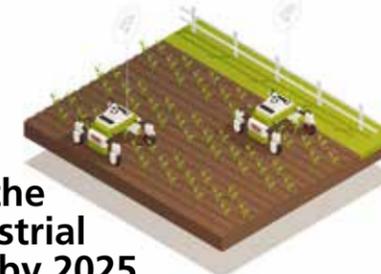
Expected market value of precision farming by 2027



Precision farming is set to become the most influential agricultural trend in developed countries. The market value of precision farming is also expected to grow from 6.73 billion U.S. dollars in 2021 to 14.44 billion U.S. dollars by 2027. The majority of artificial intelligence in agriculture is used in field farming, followed by livestock farming.

90%

Expected growth of the global industrial IoT market by 2025

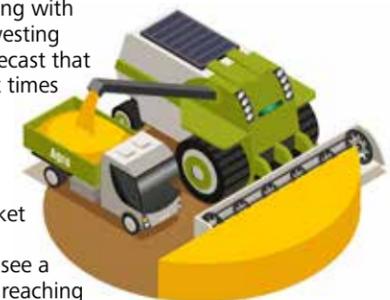


The global industrial IoT market is forecast to grow over 90 percent by 2025, reaching a value of just under seven billion U.S. dollars. Internet of Things (IoT) holds the largest share of agricultural technology as of 2022. Smart agriculture incorporates IoT technology and solutions in order to attain improved operational efficiency, maximized yield, and minimized wastage using real-time field data collection, data analysis, and the deployment of control mechanisms. Europe and North America have the largest industrial IoT markets worldwide.

\$ 11,600,000,000

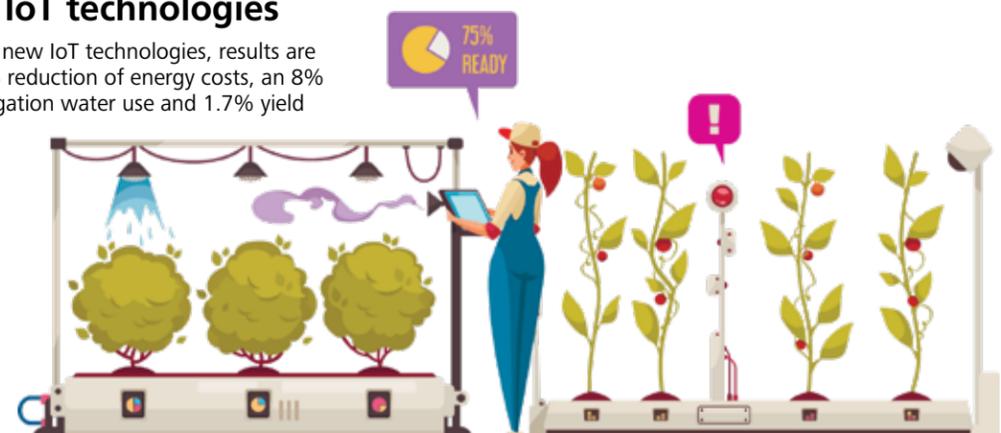
Expected global market value of autonomous tractors by 2030

Agricultural robots are being developed for a wide variety of tasks, such as assisting with physical labor and harvesting crops. By 2030 it is forecast that there will be almost six times more agricultural robots worldwide as there were in 2020. During the same time period, the global market value of autonomous tractors is expected to see a similar rate of growth, reaching a value of approximately 11.6 billion U.S. dollars by 2030.

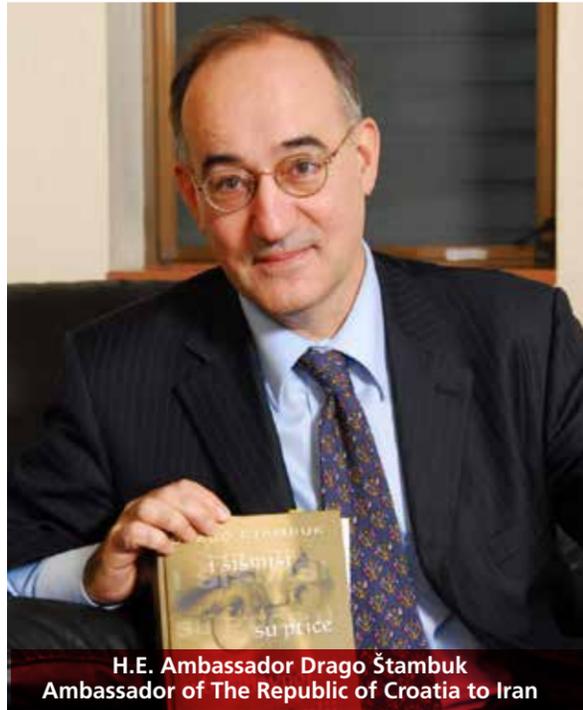


35% The percentage of energy costs reduction with the use of new IoT technologies

With the use of new IoT technologies, results are as follows: 35% reduction of energy costs, an 8% reduction in irrigation water use and 1.7% yield increase.



Croatia: The Crossroads of Cultures and Civilizations



H.E. Ambassador Drago Štambuk
Ambassador of The Republic of Croatia to Iran

Drago Štambuk, was born in Selca on the Adriatic Island of Brač. He specialized in internal medicine, subspecialized in gastroenterology and hepatology, and completed his postgraduate studies in experimental biology.

In 1991, he was appointed plenipotentiary representative of the Republic of Croatia in the United Kingdom and Head of the Office of the Republic of Croatia. Since January 1995, he has held posts as Ambassador of the Republic of Croatia in India, Egypt and number of Arab countries, Japan, South Korea, Brazil, Colombia, Venezuela and since 2019 in Iran.

He is an author with over 70 books of poetry, essays, anthologies, linguistic dictionaries, and translations as well as around 40 medical papers published in international scientific journals. Drago Štambuk has received numerous national and international awards and acknowledgements in the fields of arts, literature and linguistics, as well as for his engagement in peace-promotion activities.

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

Please tell our readers about Croatia, its history, people, art, culture and economy, as well as its natural beauty and tourist attractions.

This is too short a question for such a long answer about friendly Croatian nation.

Starting with symbols, the Croatian national anthem is the first ecological hymn in the world, which names the country's natural beauties (Lijepa naša meaning "our beautiful one" in English). Tie, which is now our national item, has been invented by the Croats.

Croatian people settled on the Adriatic east coast from the Persian Empire. A small nation in one of the most geopolitically important locations, where the Mediterranean enters the European continent, Croatia has always been the subject of invasions and occupations, constantly defending itself and its independence since medieval times, until the recent bloody break-up of Yugoslavia.

Croatia acquired its independence in the defensive Homeland War of the 1990s, which was extremely damaging, with some cities like Vukovar totally destroyed by the Serbian forces. Soon after, Croatia joined the UN, the European Union, and NATO. This year we entered the Schengen Area and adopted the Euro currency.

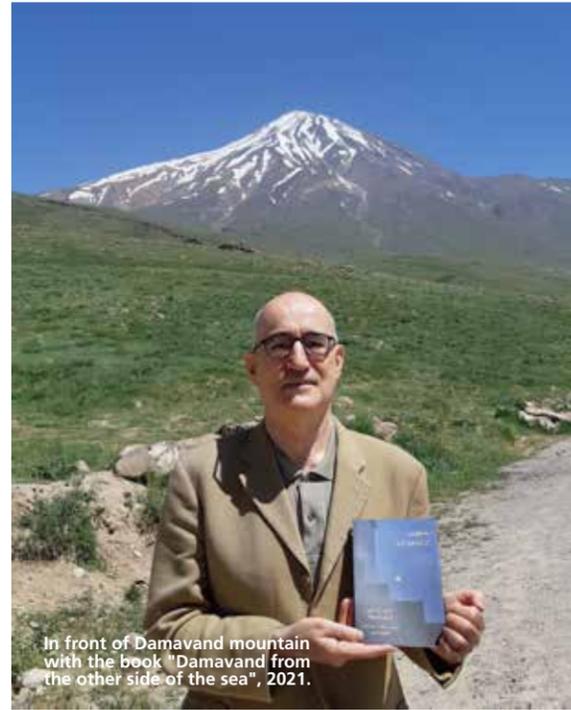
It is home to a strong shipbuilding industry, IT unicorn companies, towering figures in science like Nikola Tesla and Rugjer Bošković, great travelers like Filip Vezdin and Marco Polo, also rich literature and poetry with figures such as Marko Marulić, Miroslav Krleža and Ivo Andrić, to name a few. Croats are also very good at sports, especially football

and rowing. Croatia is one of the most sought-after tourist destinations in the world. It is a historical country with many beautiful cities like Dubrovnik, the Roman imperial city of Split and the capital Zagreb, the sapphire blue Adriatic Sea, 1200 distinct islands, rivers, forests and mountains; with many national parks and UNESCO heritage sites. We have fantastic and varied cuisine, extremely rich biodiversity and climate with Mediterranean, central European, Pannonian and Balkan features. With only 3,8 million inhabitants, Croatia gets about 22 million visitors every year.

Linguistic and historical evidence suggests that Croats originated from the Persian Empire and spoke a language related to Persian/Farsi. Is that true? If so, how would you describe the two countries' woven roots?

Old Croats lived in Harvatia (Harahvatia, Greek Arachosia), the area that is now called southwest Afghanistan, along Helmand River and around Hamun lake. Their king Vivana was an ally of Darius the Great and the chief of his army, which is visible in their procession in Apadana's Stairs of Nations in Persepolis.

Croats were Zoroastrians, but did not abide by the religious rules, which is why prophet Zarathustra criticizes them in Gathas for burying their dead instead of exposing them to vultures on the towers of silence. Zarathustra in Gathas also refers to Harvatia as a beautiful land rich with waters and ruled by goddess Anahita. The name of my nation, Hrvat, is an ancient Iranian word, as well as the name for the Croats' leader, ban, which means custodian or protector in Persian. In Bisotoun, hovering above Darius the Great's deep relief, Ahura Mazda points to three parallel texts in Akkadian, Elamite and Old Persian, naming kingdoms of this vast Empire, one of which is, as already mentioned, Harvatia or



In front of Damavand mountain with the book "Damavand from the other side of the sea", 2021.

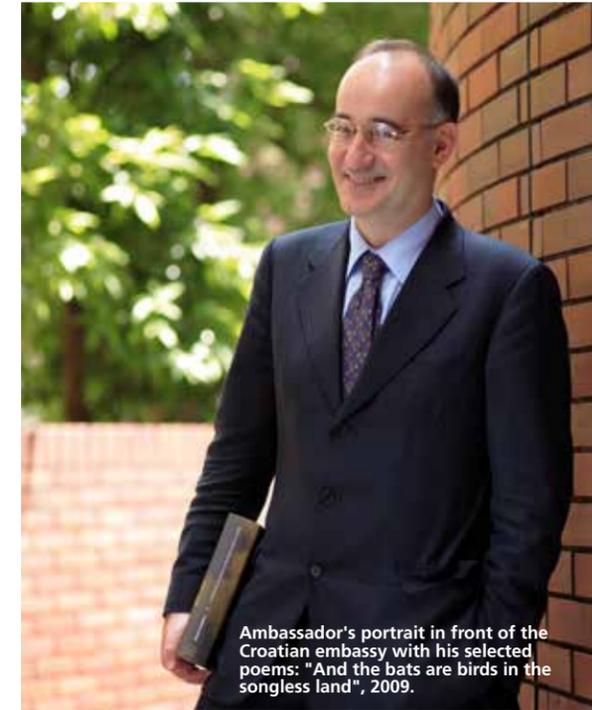
Arachosia. Thousands of words in Old Chakavian, one of the three recognized Croatian languages, are just the same or very similar to Persian. When offered a yellow fruit called zardelu in Kashan, I realized that on my native island of Brač, the fruit is called zardelija. The checkers, red and white, on the Croatian national shield or the coat of arms comes from this region and there are many of them in your Tehran National Museum.

The šahovnica (chessboard) has been the symbol of Croatia for many centuries. Please tell us more about the distinctive red-and-white checkerboard design which Croatia is known for (where it came from, what its significance is etc.?).

As I already said, the Croatian checkers traces its roots back to the Iranian realm. Persians are the only nation that assigns colors to locations, naming west white, south red, north black, and east green or blue. There was first western White Croatia in what's today Ukraine or Poland. After moving south Red Croatia was established along the Adriatic sea coast.

Croats were invited by the Bizantyne Emperor Heraclius from the European north to defend his Empire from Avars. After Croats' victory, the emperor gave them the most beautiful land along the east Adriatic coast as a sign of gratitude. The chessboard is a celebration of the fact that my nation excels in warfare, though always defending and never conquering other countries. Having witnessed the bravery of the Croatian people, Napoleon once said that he could conquer the world if he had 100.000 Croat soldiers.

From being a diplomat to a poet, physician and even a country branding strategist! You were elected a full member of the Croatian Academy of Sciences and Arts in the Department of Literature.



Ambassador's portrait in front of the Croatian embassy with his selected poems: "And the bats are birds in the songless land", 2009.

You also published more than 70 books of poetry, essays, anthologies, linguistic dictionaries, and translations as well as authoring around 40 medical papers published in international scientific journals. Please tell our readers about your wide range of talents, interests and activities and how you manage/balance them all.

Poetry is an important part of my inner self. God gave humans languages, and poets have been blessed with a talent to use words to express their thoughts better. I believe writing poems is a sign of gratitude to the Almighty, who has given us talents and wants us to use them for the benefit of ourselves, our communities and nations. What drives me to do things is an overwhelming sense of duty and a wish to be creative and do good.

You authored a book of poems called "Damavand, from the Other Side of the Sea". Please tell us more about that and what it represents. Did living in Iran inspire you to write these poems?

Iran is a very inspirational country with its ancient and glorious past, beautiful works of architecture, splendid nature and great literature. The spiritual and mystical inclination of your artists is unsurpassed on earth. During the last few years, Iran and its features have entered my poetry, so has Damavand and its eternal beauty.

For me this mountain, which is a dormant volcano, is the core around which whirls your history, with such figures as Shahname heroes like Siavash, Arash and Kaveh. I can imagine Zarathustra walking on its slopes in his white robes with his glorious message from Gathas about good thoughts, good words and good deeds echoing even today and strengthening our tired hearts.

Croatia: The Crossroads of Cultures and Civilizations

You are the author and lifelong promotor of the "Golden Formula of the Croatian Language 'ca-kaj-što'. You are also creatively branding your country, Croatia. How did you get into that field of activity and what was the outcome?

Being on good terms with words and seeing things clearly helps in branding even a nation or country. Yet, your love must be genuine because you can't sell fake premises. With my beautiful and unique Croatian language which has a tripartite nature made up of the three languages of Chakavian, Kajkavian and Shtokavian, and to unite Croatia linguistically and politically, I have coined and for most of my life promoted the so-called "Golden Formula of Croatian Language ča-kaj-što" using the local words for the interrogative pronoun "what". On my proposal and after years of striving for its acceptance, the Golden Formula was finally declared a cultural good by the Ministry of Culture and placed on the National list of protected intangible heritage in 2019. Since then, all the three distinct languages are supposed to be treated equally, with dignity and decorum.



With Mother Tereza in Calcutta, at her home, giving her Croatian passport and the highest Croatian decoration on her birthday in 1995.

Croatia has recently joined the Schengen zone and has replaced the currency (Kuna) with Euro. What does it mean for the Croatian economy, business community and people?

It means that we are now anchored in the heart of Europe's unity and guarding the southern flank of the European Union. Other Schengen countries do not need visas for Croatia anymore, so it's easier to travel in both directions, which also benefits economy. There is no necessity for money exchanges and life seems easier in the wider context. There are of course drawbacks, like giving up control of your currency.

From Tomislav Ivic to Miroslav Blažević, Branko Ivankovic, Zlatko Kranjcar and Dragan Skocic (who qualified Iran to the Qatar 2022 world cup), the Iran national football team has been heavily influenced by the football doctrines of Croatia, with Croatian managers dominating the Iranian football scene for years now. Tell us about the two countries' cooperation and exchanges in football and why that is. What do you think of the Croatian incredible soccer World Cup success since its independence?

As I have already said, Croats are talented at sports, and especially in team sports. When physical aptitude is combined with love for one's country, the results are obvious. It's also important to say that the Croatian Zoroastrian mentality fits well with the Iranian ancient mentality, and therefore Croatian coaches understand Iranian mindset very well.

How would you summarize the state of affairs between Iran and Croatia in terms of political relations as well as trade activities and cultural exchanges?

There is huge potential for cooperation, which has been hindered by sanctions. The enthusiasm resulting from the signing of JCPOA agreement followed by many business and political visits has been thwarted. However, I am here in Tehran to keep our bilateral optimism alive, and I hope for the revival of JCPOA and better times.

What do you see as the opportunities and challenges for Iran in 2023/4 and beyond (economically, geopolitically, internationally...)?



With Haruki Murakami and his wife Yoko in ambassador's Croatian residence in Tokyo, 2008

Adding to what I have already said, our world is in a very difficult state due to unfair pressures and wars where the slogan "might is right" dominates the geopolitical scene. However, we must be optimistic and believe in the "right is might" equation and the possibilities that the noble and fair minds can create.

How has your experience been in Iran so far (history, people, cuisine...)? Have you visited other parts of the country besides the capital? Would you recommend it to fellow Croatians?

I would certainly recommend Iran to Croatians and that is what I do every day in my work. Iran's beauty, as well as the kindness of your incredible and resourceful people, deserves to be seen and experienced.

The highlight of my stay in Iran was when at the end of 2021 I visited Bagastan (Bisotoun), the high vertical cliff near Kermanshah, after an official visit to Hamedan (as to many other splendid cities). I had to climb up along scaffoldings, due to UNESCO repairs, being helped by some local Kurdish people. I do not remember being ever so excited in my life because I was at a sacred place for me and my nation.



Sharif Nezam Mafi, chairman of the board of the Iran-Switzerland Chamber of Commerce

In an interview with Sharif Nezam Mafi, chairman of the board of the Iran-Switzerland Chamber of Commerce:

It is clear that Iran has great potential for development in foreign markets due to various reasons, including population, geographical location and resources. However, political conditions and sanctions in recent years have kept this potential at bay. Iranian traders, despite their capabilities, have lost competitive advantage in global markets. In other words, the phrase "made in Iran" is not an advantage. It seems that the necessary measures should be taken to turn the made in Iran phrase into an advantage so that companies can gain their position in terms of quality and branding in global and regional markets.

In this regard, **the Iran-Switzerland Chamber of Commerce (ISCC), in collaboration with Saman Bank**, try to fill this credit gap by accrediting Iranian companies. Through this service, ISCC provides:

- Certificate
- Specific label (to use on the product box)
- comprehensive report in English

In order to give foreign traders more confidence for business participation, Saman Bank also evaluates the financial and banking credit of the company.

This validation is based on three Grades: Validity, Export / Import and Gold. The indicators evaluated in each of these categories show one of the credit levels of each company.

Joint accreditation of Iran-Swiss Chamber of Commerce and Saman Bank

And finally, the advantage of using this credit for members is that:

- Build credibility in the field of international trade through the Iran-Switzerland Chamber of Commerce.
- Create added value for their brand by using the Iran-Switzerland Chamber of Commerce label.
- Introduce your company easily by sending an English report to establish initial contact with foreign traders.



• The company's credit rating includes systematic analysis of credit data and information, including the number of employees, the company's registration, review of the board structure and ownership, etc. at the Validity level.

• Export /Import grade is based on the company's foreign trade history and its reputation in global markets, as well as having the standards and certificates required for foreign trade.

• In the Gold grade, it first examines the level of active economic participation in the relevant market and then combines it with two factors of credit and the company's position in the economic field. This evaluation is to introduce the top companies in the country.



A Productive Business Climate Promoted by the Iran-Turkey Chamber of Commerce



Mr. Mehdi Mousaei
Deputy of the Iran-Turkey Chamber of Commerce

How do you evaluate current economic, diplomatic, and cultural relations between Iran and Turkey? How are these relations compared to other countries?

Iran and Turkey have close relations forged by shared geography and recognition of the vital role our alliance plays in our security and economic and social prosperity. Iran has been the top oil and gas exporter to Turkey while relying on Turkey for its different needs, especially during the sanctions when the country's continuous support puts it at the heart of Iran's foreign affairs. Bilateral ties between the states have been strong during different Iranian administrations, as evidenced by meetings conducted by high-level officials aiming to further the partnership.

The borders of the two countries, dubbed the "friendship borders", have remained unchanged in the 400 years since the Qasr-e-Shirin treaty between Iran and the Ottoman Empire. In the 20th century, the decline of the Ottoman Empire and the rise of the Pahlavi dynasty in Iran marked the beginning of a new phase in Iran-Turkey relations.

What is the volume of trade between the two countries, and what goods or services does it include? Have trade volumes seen upward or downward trends through the years?

According to official statistics, Iran's exports to Turkey in 2022 stood at \$2,518,244,999, while the figures reported for imports from Turkey were \$4,382,790,133. Since 2015, trade has had a downward trend, experiencing a significant drop over the last three years. The figures, however, have recovered during the last few months, leading to a rise in 2021 compared to those for 2020. Iran's main exports to Turkey are natural gas, urea, metals such as aluminum, zinc, copper cathode, wire rods, iron bars, steel, some polymers, handicrafts, and jewelry. Other products include tubes and profiles, glass and related products, and food and agricultural products such as sweet melons, kiwis, grapes, saffron, dried fruits and nuts. Our major imports are press cake, bananas, machinery and equipment, medicine, sunflower seed oil, tobacco, nucleic acids, and fiber.

What are the major challenges to trade between Iran and Turkey (e.g., unilateral sanctions by the US and lack of knowledge about the other country's market)?

Given the current international restrictions faced by Iranian traders, the greatest challenges are banking transactions, transport systems, and infrastructure development. Banking restrictions make it difficult to engage in official transactions via currency exchange, pushing companies to opt for alternative methods to sidestep obstacles. Another barrier to our trade relations is the shortcomings in the road and rail transportation infrastructure, high transport costs, customs inspections and damage to cargo, restrictive regulations that can affect route choices, long lines at border crossings, and an increase in transportation costs due to old transport networks.

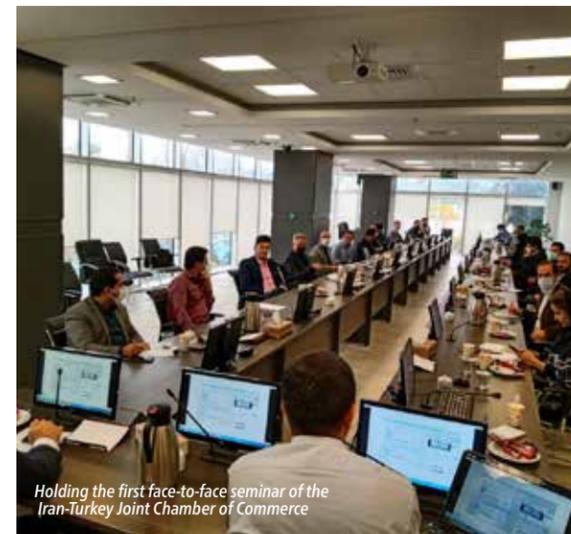
One accomplishment was that based on a preferential trade agreement, 140 items of Iranian agricultural goods and 125 items of Turkish industrial goods were exempt from tariffs. Yet, although it was a remarkable step in reducing barriers to bilateral trade, the exemptions were not enforced, which calls for measures to put the agreement into effect.

Tell us about the history of the Iran-Turkey Chamber of Commerce. How many members does it have? What services and support does it offer businesses, traders, and investors in both countries?

As a major contributor to the Iran Chamber of Commerce, Industries, Mines, and Agriculture in the Tehran-Ankara trade partnership, the Iran-Turkey Joint Chamber of Commerce was founded in 2019 in response to the large volume of commercial transactions and the pressing need for targeted and systematic promotion of bilateral trade relations. The chamber aims to encourage investment, solve the issues hampering collaborations between economic players, and resolve legal disputes between Iranian and Turkish firms in conjunction with the two countries' respective institutions and organizations. The mission of the chamber is to foster discussion and collaboration between Iranian and Turkish stakeholders in trade, industry, service sector, agriculture, and mining.



Signing of cooperation agreement between Iranmal International Development Company and Iran-Turkey Joint Chamber of Commerce



Holding the first face-to-face seminar of the Iran-Turkey Joint Chamber of Commerce

With over 1000 active members, the Iran-Turkey Chamber of Commerce represents the clear demands of economic actors from both countries. The board of directors is constantly enhancing chamber operations while committees formed by the chamber members solve issues. Services offered to the members include specialized training courses to educate traders on how to conduct business with their Turkish peers and arranging meetings with Turkish actors and trade officials.



Signing of cooperation agreement between Iranmal International Development Company and Iran-Turkey Joint Chamber of Commerce

Have there been business delegations visiting either of the countries? Are there plans to organize visits in 2023? What events or programs are hosted by the chamber? What incentives (e.g., tax cuts and credits) are offered to traders from the two countries? Please expand on the countries' common trade laws.

One of the main actions of the Iran-Turkey Joint Chamber of Commerce in recent years has been the organization of specialized meetings between Iranian traders and industries and Turkish trade authorities and leading businesses, resulting in collaborations, development of bilateral trade and reduction of challenges and issues.

The international exhibitions held in Turkey are announced and arrangements are made for members to attend them.

Other business, industry and technology events are hosted at different times throughout the year to introduce the potentials of the country to world markets and give technology companies the opportunity to showcase their achievements and attract foreign investments.

With the growing population of Iranians in Turkey in mind, what services does the chamber offer Iranian entrepreneurs and business owners?

What services and professions can Iranians fill? What areas do you recommend for investment?

There are many opportunities in the technology sector. The manufacture of innovative and technologically advanced products, which is our advantage, is lacking in Turkey and everywhere else in the world.

It is imperative that we move from exporting raw materials to finished and value-added products. Achieving this objective is at the top of the chamber's agenda, which recognizes the potential and motivation of the academic, industrial, and manufacturing sectors.

Are there data available on the number of tourists from both Iran and Turkey?

Despite the abundance of tourist attractions in our country, the majority of the journeys are made from Iran to Turkey, which is still the top destination for Iranian tourists leaving the country to invest, purchase property, obtain residence permits or for tourism and trade purposes. To illustrate, in the 2022 Nowruz holidays, 116,628 Iranians were among the first foreign visitors to Istanbul.



A Productive Business Climate Promoted by the Iran-Turkey Chamber of Commerce

Are there examples of successful trade and joint ventures? If yes, what areas do these mainly involve?

There have been many such collaborations made possible through specialized meetings organized by the chamber and consultancy services offered in international affairs that assist members to determine their course of action and identify potential Turkish collaborators.

Bear in mind that, depending on the scope of the two countries' relations, cooperation and joint ventures range from macro to micro industries. An example is an Iranian software company that is trading with a Turkish counterpart.

To what extent do the Iranian and Turkish diplomatic missions impact the operations of the chamber?

Embassies are instrumental in developing relations, which is why Iran takes full advantage of their potential. The most important step was the lifting of visa requirements in 1963 to illustrate good neighborly relations. Visa waivers continued after the revolution, turning Turkey into a popular destination for Iranians.



The visit of the president and deputy of the Iran-Turkey Joint Chamber of Commerce to Saipa malleable

Please provide some facts and figures to detail the capital flight from Iran to Turkey last year.

There is no exact domestic data available on shifts in the mobility of Iranians. However, observations and statistics reported by the receiving countries indicate a surge in immigration and foreign investment in neighboring countries as a consequence of the recent events and economic transformations in Iran.

While the Gulf States, particularly the United Arab Emirates, were the top recipients of Iranian foreign investment in the 1990s and 2000s, current observations point to Turkey as the main destination for Iranian capital.

Following modifications in foreign investment policies and the lowering of the minimum investment required for foreign nationals to obtain residence permits, Iranians became the top foreign property buyers in Turkey. Iranian investment accounts for 17% of the Turkish real estate market, with the number of purchases made by Iranians experiencing a tenfold increase in a four-year period, reaching from 700 to 7000 residential units.



Iran-Turkey Trade conference with the presence of the Turkish business delegations and Iranian economic activists in the Tehran Chamber of Commerce

Has this capital outflow been mainly in the form of real estate and property ownership, residence permits, launching businesses, or for education purposes? Please share statistics from either side.

Figures suggest that Iranians purchased a total of 23,000 houses between 2015 and 2021, which, with a minimum investment of \$250,000, amounts to around six billion dollars in real estate alone. From 2013 to 2021, 4,500 companies were also established by Iranians, which is roughly another three billion dollars. Taking into account investments in the stock market and other areas that are harder to determine, the actual figures are likely to be much higher.

How has capital flight changed over the last three to six months? Has it seen a rise resulting from the currency devaluation occurring in Iran?

Capital outflow is unfortunately accelerating. Although economic factors play a key role in triggering capital flight, there is no single root for the issue, meaning thorough investigations are needed to pinpoint the causes.

Why is Turkey a popular choice for Iranian investors? What differences are there between Iran and Turkey that make the country an appealing investment destination for Iranians? Please provide examples to illustrate the differences.

Turkey's popularity can be attributed to different factors. Not only are Iran and Turkey neighbors, but they are two Muslim countries that share so much in terms of culture and history. Persian was the official court language during the Ottoman Empire, and several Ottoman kings composed poetry in Persian. Cultural relations have continued to flourish following the Islamic Revolution. Our similarities, coupled with the geographic location of Turkey, which boasts many of the advantages of a European country, and policies adopted by Turkey to encourage foreign investment have made it attractive to Iranians.

Trade issues that prompt Iranians to choose Turkey range from banking restrictions that distort trade, exchange rate volatility, different investment risk levels in developing and industrial countries, economic growth rates and restrictive regulations.



Field visit and investigation of challenges and obstacles of bilateral trade with the eastern provinces of Turkey

What measures have been taken to further the interests of Iranian businesses and brands dealing with Turkish peers? To what extent is the Iran-Turkey Chamber of Commerce in contact with active audiences and traders?

The Iran-Turkey Joint Chamber of Commerce remains up-to-date and maintains close cooperation with corresponding organizations in Turkey. The chamber aims to offer comprehensive and up-to-date services, inform members of the latest regulations and notices in less than 24 hours, provide businesses with advice relevant to their respective fields, and facilitate market-oriented solutions.



Iran-Turkey Chamber of Commerce

Embassies are instrumental in developing relations, which is why Iran takes full advantage of their potential. The most important step was the lifting of visa requirements in 1963 to illustrate good neighborly relations. Visa waivers continued after the revolution, turning Turkey into a popular destination for Iranians.



Holding the 27th joint economic commission of Iran and Turkey

Entrepreneur Amira Sajwani on DAMAC Properties

By: Maryam Rahmani



Amira Sajwani, Managing Director of DAMAC Properties

Amira Sajwani is the Managing Director at DAMAC Properties where she plays an instrumental role in developing and driving development and sales strategies and bringing new products to the market. Amira oversees the 360-degree development of properties to ensure product values are maximized. This involves various stages of the development process including design, construction, marketing and analytics. Additionally, she oversees the operations of DAMAC's network of direct and independent sales agents, both locally and internationally, as well as the development of agent programs and initiatives, which strengthens partnerships, and empowers agents with the tools they need to sell more effectively. Sitting on DAMAC's Board for Innovation, Amira is a graduate of University College London (UCL), where she majored in Project Management for Construction, and holds a Masters in Finance from the London School of Economics (LSE).

Thank you so much for giving Trends this exclusive interview. We appreciate it.

Please tell us about yourself, your background and how you got into the real estate business?

Getting into real estate was a natural transition for me and I joined my family business. I majored in Project Management for Construction at the University College London (UCL), after which I completed my master's in Finance from the London School of Economics (LSE). While my education supported me in understanding the essence and framework of business, my entrepreneurship acumen is the outcome of growing up with and learning from my best teacher and inspiration, my father, DAMAC Founder and Chairman, Hussain Sajwani.

I recently launched Prypto, a prop-tech and property investment startup aimed at creating an ecosystem for buyers, investors, homeowners, and agents, while simplifying the property ownership journey by offering personalized advice from business development, sales, and mortgage executives. It is a fully digital portal for customers. We do all the heavy lifting, from getting our customers the best mortgage rates, pre-approvals within 48 hours, and ensuring they maximize returns on their investments.

If you were to summarize the state of UAE real estate market, how would you describe it? What has been the impact of Covid-19 on UAE real estate market?

Dubai's annual real estate transactions crossed a half a trillion dirhams in 2022, more than a 75% increase from the previous year. The UAE real estate market has been growing in strength over the years, and it is no secret. As a company and country, we have seen demand for home ownership surge.

During the Covid-19 pandemic, we witnessed an influx of investors, choosing the UAE as their home, preferring to live in a country where the safety of its people, great climate and a comfortable standard of living were all on offer. Soon after, with Expo 2020 Dubai and the recently concluded Qatar World Cup 2022, the region, and in particular the UAE has gained more traction from the global investor fraternity. From tenancy, home seekers are now converting to homeowners, which is widening a gap in the market. Real estate developers such as ourselves are working towards addressing this gap as well as the supply to cater such a strong demand.

DAMAC is a well-known regional and global brand now. Please tell us about the company, where it all started, and the direction it is taking today. What were some of the key milestones achieved and who/what was responsible for the success?

DAMAC has completed 40 years since its inception. My father began the company in 1982 as a catering and logistics business, which has now grown exponentially, adding several more sectors to our enterprise. While we still have the core business as part of the group, we have since expanded into properties, hospitality, data centers, retail, fashion, capital markets and have also recently tapped into the future with the metaverse. Our key milestone will always remain our flagship DAMAC Properties.

Another milestone in our journey has been the acquisition of global luxury brands such as Italian fashion house Cavalli and Swiss jeweler de GRISOGONO. The sky is no limit when we are chasing our ambitions, and blessed with a committed and dedicated team, we are able to continuously reach our goals.

What types of properties and neighborhoods do you specialize in? How many properties have you built/are you managing? What other services does DAMAC Properties offer its clients, which distinguish DAMAC from other competitors?

We have in our portfolio three master communities, two of which are active and running while the third is taking shape as we speak. We have announced a list of ultra-luxury branded residences such as Safa One and Safa Two de Grisogono, Cavalli Couture, Elegance Tower and Chic Tower. We handed over our debut project in London, the DAMAC Tower Nine Elms, which is a one-of-its-kind luxury project with global fashion brand Versace. We announced plans to build in Toronto and Miami, as well as our plans on a resort in Maldives in collaboration with renowned hospitality brand, Mandarin Oriental. Across our regional and global portfolio, we have delivered more than 42,000 homes, with close to 30,000 units currently under construction and/or development.

DAMAC is committed to working for and with our customers to ensure their satisfaction and happiness. We have a dedicated CRM team who are available round the clock to make sure that no concerns go amiss. We have also incorporated various technological features as part of our digital transition exercise to offer quick and convenient ways to support all client needs.

Our strong values on customer satisfaction and unique product range distinguish us from our competitors. Our 20-year-old legacy in the real estate sector in this region is another reason our customers have placed their trust in us.

How many countries is DAMAC actively doing business in? What are some of the most successful projects DAMAC has achieved outside of UAE?

DAMAC is currently active in the UAE, the GCC, and London with projects coming up in Toronto, Miami and the Maldives. One of our most successful projects is DAMAC Tower Nine Elms (DTNE) in London, a 50-storey luxury twin tower project in the upscale Zone 1 district of London with interiors by global fashion house VERSACE.



You are inspiring many young women in business, especially in our region. How can women acquire power positions in male-dominated markets and sectors? What tips do you have for other women who would like to start their own businesses or lead large corporations?

The first step for a woman in business and, particularly, in the construction and real estate industry is to keep gender aside and approach the sector as you would any other sector. In today's day and age, we as a race can achieve anything that we may put our hearts and minds into, using the many benefits of community and technology. My advice to young girls is to keep their differences and insecurities away and

focus solely on working towards their best capabilities and shooting for the stars. There is nothing that hard work, commitment and a mind and will to learn cannot achieve.

What do you enjoy most about the business world? What do you find the hardest about it? What are your values and ideals? What motivates you to keep going?

The business world is fast moving, formidable and extremely challenging, all of which gives me a strong push to indulge in. I enjoy both the challenge and the learning, and I believe it is essential to build an attitude to stay positive and strong in the face of successes and adversities both. What motivates me to keep moving ahead are my children, my two girls.

my entrepreneurship acumen is the outcome of growing up with and learning from my best teacher and inspiration, my father, DAMAC Founder and Chairman, Hussain Sajwani.



Last but not least, what do you want to achieve next? What would you like your legacy to be?

I would want to leave behind a legacy that identifies with my father's. If I have been able to encourage other young Emirati women to enter the real estate sector and showcase their skillset in what is referred to as a predominantly male dominated space, I will know that I have left behind a mark.





UAE Factoid

This text provides general information. Trends assumes no liability for the information given being complete or correct. Due to varying update cycles, statistics can display more up-to-date data than referenced in the text.

AED163,000,000

The value of the most expensive ready apartment of Dubai real estate market

With the sale of the most expensive readymade apartment, The deal that was sealed at AED 163 million for a 5-bedroom apartment spread across 22,614 square feet of plush residential space has made history for being the biggest and most expensive deal in the history of Dubai's real estate market. The scenic property is located at the premium Royal Atlantis Residence in Palm Jumeirah.



2025

Launching date of XPeng flying cars in Dubai

One of dozens of aerial automobiles currently in development, the XPeng X2 electric flying car completed its first public test flight in Dubai at the Gitex 2022 technology expo.

The XPeng X2 lifts vertically off the ground using eight propellers, without need for a runway and is therefore suitable for built-up urban areas. The vehicle, designed to carry two passengers, is fully electric and its makers say it can rise through the air at around two meters per second and reach speeds of up to 80 miles per hour.

XPeng plans to work with governments to establish a physical regulatory infrastructure for flying cars in urban areas, and Liu believes that people will be able to use the flying cars within limited regulated spaces in just five years. This lines up pretty well with ambitious plans from the Chinese government to launch flying taxis by 2025.



1,500,000 Sqf

The space occupied by IMG Worlds of Adventure, located in Dubai

IMG Worlds of Adventure, located in Dubai, is the largest indoor themed entertainment destination in the world! It is spread over a vast area of 1.5 million square feet and can welcome more than 20,000 guests in a day! The park features 17 themed rides based on popular Cartoon Network characters, Marvel Super Heroes and animatronic Dinosaurs. Make sure you don't miss on this one while your visit to Dubai.



10,000,000 Li

The capacity of the largest Suspended Aquarium, located in Dubai

The Dubai Aquarium Tank, with a capacity of 10 million liters, is the largest suspended aquarium in the world! It is situated at the ground level of the Dubai Mall. It has the most extensive collection of Sand Tiger Sharks in the world. The aquarium houses more than 33,000 aquatic animals from over 200 species.



60,000,000

The number of passengers that can be handled per year in Terminal 3 of Dubai International Airport



Terminal 3 of Dubai International Airport is one of the largest terminal buildings in the world, with more than 1,713,000 sq ft of space, which is able to handle 60 million passengers per year. It features a 5-star hotel - Dubai International Hotel, many apple stores, a swimming pool, a gym, Snooze cubes, jacuzzi and not one but TWO zen gardens!

160,000

Estimated cultivated area in the UAE



Agriculture in the UAE is carried out on a total, cultivable area of around 160,000 hectares, most of which is taken up by date palms. Over the years, the governments in each emirate have provided incentives to farmers, in efforts to increase production. For instance, farmers in the UAE receive 50% subsidy on seeds, fertilizers and pesticides, as well as special loans to buy machinery and equipment. The country is responsible for 7% of the world's date production.

30,000

Estimated number of farms in the UAE



Today, there are more than 30,000 farms in the UAE, an exponential increase from around 4,000 farms in the early 1970s. The rapid development of agriculture in the UAE was seen during the 1980s, when the country started using up to 30% of its food requirements. Apart from farming in Dubai and the other emirates, there has also been an increase in fishing and poultry production, with local dairies meeting 92% of the demand in the country. With high per capita food consumption, the United Arab Emirates is the most promising agriculture market in the GCC region.

Perspectives on Current Themes Shaping Iran's Agriculture



Mr. Alireza Kordlou
Agricultural Economist | Agribusiness
Development Consultant | Entrepreneur



How would you describe the current state of agriculture in Iran? Please provide some key facts and statistics on the share of agriculture in GDP, cultivated land area and the proportions of small-scale traditional and large-scale corporate farms.

Value added for agriculture in Iran stands at 6%. Iran has 18 million hectares of agricultural land, consisting of 11 million hectares of farms, half irrigated and half rainfed, 4 million hectares of fallow land and 3 million hectares of orchards. Annually, 70 and 20 million tons of farm and orchard crops are harvested.

Livestock products include 1 million tons of meat, 2.7 million tons of poultry, 1.2 million tons of eggs, 111 thousand tons of honey and 11 million tons of milk, leaving the agriculture sector with a trade deficit of 5 billion dollars.

Most farms are small-scale due to land reforms and inheritance laws. There are an estimated 5 million farmers in Iran, representing 18% of the workforce.

The reduced need for human labor can lead to large corporations squeezing out smaller farms. Will this mean that only major corporations will survive?

The answer depends on efficiency. If the final price of a product is higher than the market price, the producer will go out of business. Efficiency is in turn determined by the scale of operation. The economics of scale link profitability to size, meaning that small-scale farms are doomed to failure unless they receive proper support to join and expand their operation size.

How advanced is agriculture in Iran in terms of deploying automation technology, machinery, and methods and techniques?

Application of technology varies in different agriculture areas. While the greenhouse, dairy, poultry and aquaculture industries have embraced technologies, other industries like farming, orchards, meat and sericulture have not adapted as quickly.

We hear a lot about "smart agriculture". What is smart agriculture and what advantages does it offer?



Despite what the name suggests, smart agriculture doesn't necessarily bring about a shift. Ever since farming was invented for food cultivation, the engineering of the environment, and domestication of plants and animals have been smart. Once the smart nature of farming was demonstrated, as recognized by the Globally Important Agricultural Systems program led by FAO, we wanted to know whether it would be possible to make the process even smarter using technological tools. Smart agriculture offers smart solutions to facilitate the application of technology to agricultural production.

Are there arrangements in place for the widespread application of smart agriculture in the country?

As a mainly private sector, stakeholders in agriculture have been adapting and adopting technology with agility. The adaptability and investment sizes, however, depend on the turnover and value engineering in specific subsectors. To illustrate, dairy and poultry farms in Iran are leveraging technology at highly advanced levels.

How does Iran compare to similar countries (e.g., Turkey) in adopting innovative technologies and techniques in farming?

The answers can vary depending on the subsector. We are lagging behind in orchard and farm technology while our greenhouse, livestock, poultry and aquaculture subsectors are more technologically advanced.



How has the Covid-19 outbreak impacted Iran's agriculture sector (demand, supply chain and production)?

Covid-19 affected the valuable agriculture sector supply chain. The final stage, that is consumption, was disrupted at the beginning, followed by further disruptions in the distribution stage intensifying the problem. The damage spread to other sectors including hunting as well.



How do you see the future of smart agriculture at domestic and global levels? What are the key trends and shifts?

The transition from agriculture to agribusiness is made possible through an increase in investments and regulation of foreign policies. However, the low return on investment in agriculture coupled with Iran's foreign policies poses a problem in leveraging technology.

An emerging trend in international agriculture is cross-country cultivation.



Perspectives on Current Themes Shaping Iran's Agriculture



What are the opportunities and challenges in Iran's agriculture (state policies, innovative technologies, private sector initiatives and foreign investment)?

The multiplicity of climatic zones and low energy and labor costs are the main opportunities in Iran agriculture, which reduce production costs and give us a competitive advantage. The major challenges, which are water, capital, knowledge and information, cannot be addressed unless knowledge replaces politics as the main concern for decision makers. One approach to tackling issues would be to use Agri-PPPs | Public Private Partnership in Agribusiness Development comprised of the following four types

1. Agri-PPP in Agri-BDS| Business Development Services
2. Agri-PPP in Agri-MID| Market Infrastructure Development
3. Agri-PPP in Agri-ITT| Innovation and Technology Transfer
4. Agri-PPP in Agri-VCD| Value Chain Development

What are your recommendations to individuals or enterprises seeking investment opportunities in Iran's agriculture sector? What products should they choose for production and what factors should be considered before making investment decisions?

The agriculture sector in Iran is reliant on access to inputs, which face a trade deficit as detailed by the following table.

Imports	Area
133,700,000	Farm seeds
91,520,000	Greenhouse seeds and plant parts
132,152,640	Livestock products
84,000,000	Veterinary products
391,270,000	Mechanization
76,700,000	Fishery
281170000	Pesticide
387,100,725	Fertilizer
1,557,613,365	Total

These are attractive investment areas due to the increasing demand for higher quality inputs. Investments in Makran and Aras regions for exports

of agriproducts to Arab and Caucasus markets can also be a productive approach for potential investors.



Alirezakordlou.ir

AGRI Factoid

\$ 723,000,000

The amount of money spent on organic products by New Zealanders in 2020



Organic farming has been on the rise in New Zealand since the early 2000s, and the sector continues to grow. Increasing public awareness has led to major growth in organic sales. In fact, domestic consumers in New Zealand spent about \$723 million on organic products in 2020! That's \$691 million more than in the year 2000, before a 2001 royal commission called genetic modification into question.

72,300,000

Hectares of agricultural land that are managed organically



Organic agriculture is practiced in 187 countries, and A total of 72.3 million hectares of agricultural land were managed organically by at least 3.1 million farmers. (At the end of 2019)



1.5%

The percentage of organic farmlands globally

Globally, 1.5 percent of all farmland is certified organic. However, many countries have far higher shares. The countries with the largest organic share of their total farmland are Liechtenstein (41.0 percent), Austria (26.1 percent) and São Tomé and Príncipe (24.9 percent). Some states in India are or aspire to be 100 % organic in the coming years. In sixteen countries, 10 percent or more of all agricultural land is organic.

Smart Food Processing

By: Amir Arab

Amir is a distinguished professional with over two decades of experience in the food industry. Possessing a robust background in systems engineering, he has successfully spearheaded and completed more than 500 projects in diverse domains of the food sector, encompassing Aquafeed, Poultry feed, and pet food plants. At present, Amir is engaged in his doctoral studies in operation management at the esteemed Allameh Tabataba'i University (ATU), focusing on poultry industry supply chain management. He is also concentrating his efforts on researching the implementation of smart food processing and Artificial Intelligence (AI) applications in the food sector.

Throughout his illustrious career, Amir has exhibited an unwavering commitment to innovation and problem-solving. He is a voracious learner and diligently stays up-to-date with the latest developments and trends in his field. His expertise in systems thinking has enabled him to deftly address complex issues, demonstrating a remarkable ability to provide practical and effective solutions. Currently, Amir serves as a consultant to global organizations across the world.

Thank you so much for giving Trends this exclusive interview. We appreciate it.

What are some of the key benefits of smart food processing technologies in terms of improving food quality, safety, and sustainability?

Smart food processing technologies have the potential to transform the food industry by improving food quality, safety, and sustainability. One of the main benefits is improved quality. By maintaining optimal processing conditions, smart technologies can help improve the texture, flavor, and appearance of the final product.

Another key benefit is enhanced food safety. By monitoring and controlling processing conditions in real-time, smart technologies can help reduce the risk of foodborne illness. Smart food processing technologies can also help increase sustainability.

By optimizing production processes and reducing the use of resources, these technologies can help reduce waste and energy consumption, which can have a positive impact on the environment. Improved traceability is another benefit of smart food processing technologies. Finally, there are cost savings to consider.

Overall, smart food processing technologies have the potential to revolutionize the food industry, making it more efficient, sustainable, and safe.

How can smart food processing help to reduce food waste and improve the efficiency of food production?

Smart food processing technologies have the potential to reduce food waste and improve the efficiency of food production in several ways. One way is by optimizing the use of resources. By monitoring and controlling processing conditions, smart technologies can help ensure that resources such as energy, water, and raw materials are used efficiently. Another way that smart food processing can reduce waste is by enabling better quality control. By monitoring the production process in real-time, these technologies can help identify potential issues and prevent product defects, which can lead to waste.

Smart food processing can also help reduce waste by improving the accuracy of inventory management. By enabling better tracking and tracing of food products throughout the supply chain, these technologies can help reduce the risk of overproduction or spoilage, which can lead to food waste.

In addition to reducing waste, smart food processing can also improve the efficiency of food production. By optimizing the use of resources and reducing the risk of product defects, these technologies can help increase production capacity and reduce production costs. This can ultimately lead to improved profitability for food producers.



What are some of the main challenges or barriers to the widespread adoption of smart food processing technologies in the food industry?

While the potential benefits of smart food processing technologies are significant, there are several challenges and barriers that may hinder their widespread adoption in the food industry.

One of the main challenges is the cost of implementing these technologies. For many food producers, the cost of investing in smart processing equipment and systems may be prohibitive, particularly for smaller or mid-sized companies. Additionally, the cost of maintaining and upgrading these systems can also be a challenge for some businesses.

Another challenge is the need for specialized expertise to implement and operate these technologies. Smart food processing systems can be complex and require specialized knowledge and training to operate effectively. This can be a barrier for smaller companies or those with limited resources. Finally, there may be cultural or social barriers to the adoption of these technologies.

Overcoming these challenges will require collaboration between industry stakeholders, regulators, and technology providers to develop solutions that are cost-effective, efficient, and sustainable.

What are some of the key trends or innovations in smart food processing, and how are they likely to shape the future of the food industry?

Smart food processing refers to the use of advanced technologies such as artificial intelligence, robotics, and the Internet of Things (IoT) in the food industry to optimize production efficiency, enhance food safety, and reduce waste. Some of the key trends and innovations in smart food processing are:

Automation and Robotics: Smart food processing involves the use of automation and robotics to streamline production processes, reduce manual labor, and improve efficiency. This includes the use of automated sorting, grading, and packing systems, robotic arms, and autonomous vehicles for transporting goods within the production plant.

Predictive Maintenance: Predictive maintenance involves the use of sensors and data analytics to monitor equipment performance and predict when maintenance is needed. This helps to prevent breakdowns, reduce downtime, and optimize production efficiency.

Quality Control: Smart food processing also involves the use of advanced sensors and machine learning algorithms to monitor and control quality at every stage of the production process. This includes the use of imaging technology to detect defects, spectroscopy to measure chemical properties, and near-infrared spectroscopy to detect contamination.

Traceability: Traceability is becoming increasingly important in the food industry, with consumers demanding more transparency about the origin and processing of their food.

Personalization: Smart food processing also offers opportunities for personalized nutrition, with the use of AI and data analytics to develop customized food products tailored to individual preferences, health goals, and dietary requirements.

These trends and innovations are likely to shape the future of the food industry.

How can smart food processing technologies help to improve supply chain management and traceability in the food industry, and what are the potential benefits of this for consumers and producers?

Smart food processing technologies can help to improve supply chain management and traceability in the food industry in several ways:

- Real-time Monitoring
- Improved Transparency
- Enhanced Food Safety
- Reduced Waste

Ultimately, smart food processing technologies have the potential to transform the food industry by improving the safety, quality, and sustainability of food products, while also increasing consumer confidence and satisfaction.

What role do data analytics and artificial intelligence play in smart food processing, and how are these technologies being used to drive innovation in the food industry?

Data analytics and artificial intelligence (AI) are critical components of smart food processing and are being increasingly used to drive innovation in the food industry. Here are some examples of how these technologies are being used:

Quality Control: Data analytics and AI can be used to analyze large volumes of data from sensors and cameras to monitor and control the quality of food products throughout the production process.

Predictive Maintenance: Data analytics and AI can also be used to predict equipment failures and maintenance needs.

Personalized Nutrition: Data analytics and AI can be used to develop personalized nutrition plans for consumers based on their health goals, dietary preferences, and genetic makeup.

Supply Chain Optimization: Data analytics and AI can be used to optimize supply chain logistics, reducing waste, and improving efficiency.

Consumer Insights: Data analytics and AI can be used to gather insights into consumer preferences and behavior, allowing food companies to develop products and marketing strategies that better meet the needs of their target audience. Data analytics and AI play a critical role in driving innovation in the food industry by improving quality control, optimizing supply chain logistics, developing personalized nutrition plans, and gaining insights into consumer behavior. By leveraging these technologies, food companies can improve their competitiveness, reduce costs

How can smart food processing technologies help to address some of the key challenges facing the food industry, such as food safety and security, sustainability, and nutrition?

Smart food processing technologies can help address several key challenges facing the food industry, including food safety and security, sustainability, and nutrition. Here are some examples:

Food Safety and Security: Smart food processing technologies can help prevent food contamination and reduce the spread of foodborne illnesses.

Sustainability: Smart food processing technologies can help reduce food waste, minimize energy, and water use, and increase the efficiency of food production. For example, precision agriculture uses sensors and data analytics to optimize crop yields, reduce water and fertilizer use, and minimize the environmental impact of agriculture.

Nutrition: Smart food processing technologies can help promote healthy eating and improve nutrition outcomes. For example, data analytics and AI can be used to develop personalized nutrition plans based on an individual's health goals, dietary preferences, and genetic makeup. 3D printing technology can be used to create customized food products that meet specific dietary needs or preferences, such as gluten-free or vegan diets.

What are some of the ethical and social implications of using smart food processing technologies, and how can we ensure that these technologies are used in a responsible and equitable manner?

As with any emerging technology, there are ethical and social implications associated with the use of smart food processing technologies. Here are some of the key issues to consider.

To ensure that smart food processing technologies are used in a responsible and equitable manner, it is important to engage in ongoing dialogue and collaboration among industry, government, civil society, and other stakeholders. This includes developing ethical frameworks and guidelines for the use of these technologies, promoting transparency and accountability in data collection and use, and ensuring that the benefits of these technologies are distributed equitably. Ultimately, the responsible and ethical use of smart food processing technologies will require ongoing attention and collaboration from all stakeholders involved in the food system.

Aapaam Offers a Corporate Climate Solution

By: Ghazal Mostafa



Amin Shojaie was born in Tehran in 1986. Amin is an artist exploring the relationship between nature and human beings.

He introduced the idea of "artist as gardener" to underscore the role of the artist in restoring balance to this relationship. He has been researching, producing and showcasing his work with trees and plants as life-giving elements and fungal biomaterial in different exhibitions and his platform named Neuro-vironment since 2009.

Please tell our readers about Aapaam, what it does, its mission, main goal and how it started.

Aapaam is a startup who is active in the field of carbon compensation via reforestation, afforestation and green projects, in which we care for our projects in a long-term.

Our mission is to help earth balance its CO2 level which is an important global warming indicator. Our service can be regarded as a long-time journey, customers enter to a Net-Zero journey and we lead them to Net-Zero

How does environmental art engage with your personal practice as an artist? Would you let us to know more about your artist run platform?

Personally, as an artist I focus on the relationship between humans and nature, am attracted to a kind of art that can repair the structure of this damaged network and this is my big project in my platform named "neuro-vironment". I work on different perspectives of this relation from design aspects of my paintings and designs to biological aspect of my living artworks and spatial aspects in my installations. "Neuro-vironment" is an artist run platform for re-defining the relation between human and land. I use multidisciplinary science and art to create environmental art projects for making realistic steps to redefine the ecosystem. My current Art project moves between disciplines of philosophy, satellite data mapping, climate change, reforestation and ecology.

The project is about forestation of 10 million trees in Iran has been started as a long term project with multi-disciplinary approach to increase carbon stock and help saving the planet via establishing a company for this project with collaboration of Arash Asadi as co-founder.

This biological fabric is an interwoven network which links an array of lives and thoughts; however, humans have destroyed its biological essence by dismantling parts of this mesh. How can the artist mend this torn mesh and reactivate the biological layers? In this platform, the relationship between framework and surroundings and the way the life can lead to action and



interaction. Audiences of this article can explore more from artworks on: www.aminshojaei.com point via annual CO2 assessment and compensation. We have created a way to make a link between businesses and the environment. This is a crucial desire of our earth that is over-heated because

there are no regulations prompting industries to control and compensate for their emissions. We have had about 40 customers in the last two years. we gained all these success stories with team work and leadership of our board and management of Aapaam co-founder Mr. Arash Asadi.

Where is Iran's place, environmentally, in the global climate change?

Iran is the 6th largest emitter of CO2, close to Germany which is a major industrial country. We produce 690 million tons of pollutants, that is 7.3 tons per person annually. This is critical times, because the global temperature is projected to rise by 2.8 degrees by the end of the present century, which very far from the Paris agreement target on 1.5 degrees by 2030. To do this, all countries must reduce their carbon footprint by 45%, otherwise life on earth may face extinction and a large part of trees and wildlife will disappear.

Russia has plans to halt its export of timber and we may have lack of cellulose resources. Now adays the government wants to plant 1 billion trees, comprehensive research is required to determine the resources needed and the lands for these projects. Although the sources of funding for the project are still unclear, leveraging carbon taxes can be a funding solution for it. Attempts are being made for Iran to joins FATF, after which we will have to comply with carbon tax laws. we think implementation of carbon tax is a great step forward to realization of urgent situation for our earth and our country.

How does Aapaam come around doing its mission? Tell us about Aapaam's forestry projects.

We have planted a total of 22 thousand trees. During our first project we managed to plant 4500 trees to form a Hyrcanian forest in the vicinity of Pardis Hospital and University and fenced the area to prevent grazing. We planted another 11,000 trees in Zagros region (Haft Barm area) as well as 6500 trees in Noorabad Mamasani. In All of our projects we have contract with Natural resources organization for the land in which we plant.

How do you help companies and organizations to reduce their carbon footprints?

A questionnaire is used to assess the different carbon production processes such as human resources, ventilation

systems, data servers and etc. so that we can provide them with an annual path that leads them to the zero-carbon level. The carbon production records and increases are measured throughout our program.

How is lowering the carbon footprint important for businesses? How can businesses measure their work in this area?

In today's world, businesses need more values in their products to be competitive in market. There is increasing emphasis and mainstream awareness of the effect businesses

forests and improve their environment. We do support some projects which will be revealed in future targeting this concept.

How do you see the outlook of ESG in Iran?

Although there has been great support for change, we still have a long way to go. Great effort is needed to develop all the three aspects of environmental, social and governmental engagement. The most important government intervention would be an obligatory carbon tax for industries, businesses and energy providing companies.



have on the environment and ensuring they pay their carbon debt to the environment.

Corporations purchase carbon credits from carbon markets after their carbon production is measured and they go through financial evaluations. They can mitigate their effect on the environment through green projects or by lowering their greenhouse gasses production. People themselves can also measure their carbon emissions using our databases and our measurement method, which follows UN standards.

How does cultural activities fit in with Aapaam's mission? Where do art and creative practices come in to engage the industry and people?

Aapaam is a start-up that works in close connection with natural heritage. In afforestation projects, we engage the locals in dialogue and raise awareness of how they can protect



There are currently not enough guidelines regulating the practices of businesses like mineral water packaging companies, and their impacts on the environment. The environmental aspect compels businesses to involve locals in planting and caring for trees.



The creator of the conceptual model for Iran's Agricultural Portal announced the launch of the first phase of the Agri.Aralist.ir next year.

Making rational decisions requires experience, expertise and knowledge, acting upon existing opportunities promptly and creating new values, which is only possible through access to accurate and authentic data. Aram Razzaghi cites the absence of accurate data and slow collection, refinement, processing and analysis processes as the main causes of poor decision-making, work overlap and waste of time and resource. "These cost the country billions of dollars annually, as demonstrated by unfinished projects, inability to meet production quality and quantity requirements, dissatisfaction among Iranian consumers, failing exports and widespread requests for deferrals on investment loans," he commented.

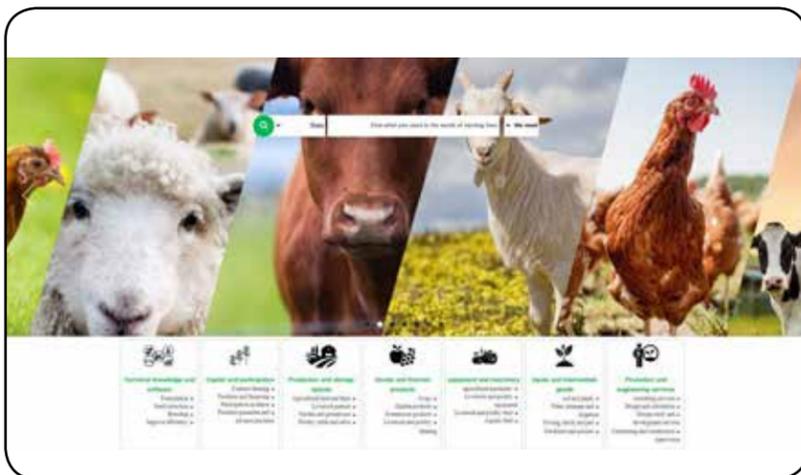
"Technological advances including the cyberspace, internet, ecommerce and social media have presented new methods to receive, process and distribute data," he added. "Economic players spot opportunities using personal insight and perceptions based on market observations or gathered through governing agencies and private sector consultants and brokers. They receive data relevant to their business decisions through intelligence documented as news items and reports to initiate, resume or complete their activities."

As a multifaceted knowledge-oriented enterprise, Shamim Consulting Group has been offering a broad range of services in the form of business development consulting for the past 25 years. The group has launched the Iran Agricultural Portal, which introduces the behavioral and structural relationship between data and decisions as a conceptual matrix and a precise model designed by observing and analyzing economic players' economic decision-making in all areas of industry, mining, trade, agriculture and the service sector. During its initial phase, the portal will target the agriculture sector, more specifically the livestock and poultry industry.

Iran's Agricultural Portal: A Pathway to Accurate Data and Facilitated Decision-making

Razzaghi asserts that as the main bodies regulating the agriculture sector, the Ministry of Agriculture, industry-specific associations in different sectors, Keshavarzi Bank (Bank Keshavarzi also known as "Agriculture Bank of Iran", is the first financial institution specialized in agriculture in Iran and a major state-owned Iranian banking enterprise.) and the Planning and Budget Organization can play a central role in promoting and contributing to the system, while benefiting from the data and transactions.

In the conceptual model, each industry is categorized into the industrial and product/service subgroups and the entire value chain for each product or service is arranged in the matrix rows.



"Agriculture is a leading contributor to Iran's economy, accounting for 11% of GDP and 17% of the country's employment. Iran produces some 120 million tons of agricultural products, making it one of the main producers in the world," said this member of Shamim Consulting Group. "Such a system can provide hundreds of millions of dollars in revenues in an industry that generates hundreds of thousands of requirements, job opportunities and reports and news items, contributes to economic research, production, service and trade initiatives, and attracts hundreds of millions in investments and machinery and equipment sales and purchases."

The value chain comprised of raw materials, semi products, finished products, spare parts, machinery and equipment, services (consulting and executive), production spaces, capital and technology will form the rows, with columns containing roles, actions, requirements, capabilities, opportunities and information (news, files, reports, links, events and data bases). The data is in fact not only categorized, but also clustered and placed on the same object. To illustrate, a news item or an investment opportunity for corn is categorized under agricultural products and then placed on crops/corn. All the data and economic activities related to a specific product or service and by

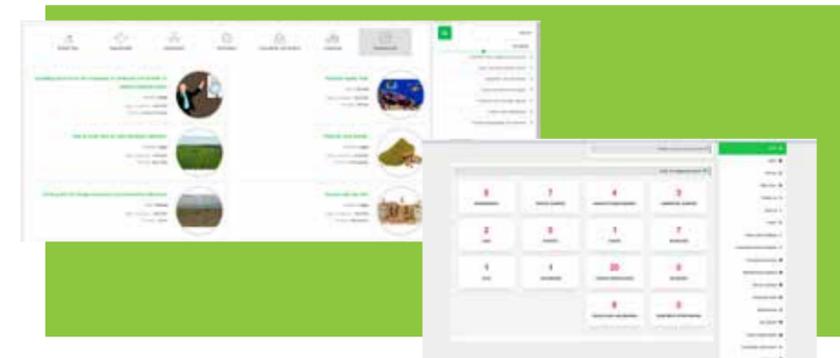
extension each sub-industry, industry and sector is placed together. With its unique B2B2C conceptual model, economic players in the agriculture sector can optimize their financial decisions.

"Simply put," he explains about the function of the platform, "The answer to the question 'where are all the economic actors in Iran's livestock and poultry sector?' would be as clear as the question itself. 'Somewhere in Iran.' If asked 'What are the economic stakeholders of the livestock and poultry sector operating somewhere in Iran doing?' The answer would be 'an activity in the livestock and poultry feed industry.'"

Following extensive research and deliberation, the decision was made to provide associations, unions and trades with the license and open source code free of charge to avoid monopolization and promote the use of the conceptual model. As well as membership recruitment and information flow, they can operate their industry-specific system and enhance the services offered to their members using revenues generated from the services offered on the platform.

With widespread usage of the system in the agriculture sector and a surge in membership numbers, further developments in the country's agriculture sector can be expected through big data logic, data mining, artificial intelligence and due diligence. Data from each council will be monitored, assessed and analyzed, providing outstanding output to inform planning for economic macro management in the National Development Fund, the Planning and Budget Organization, governors' offices, and state, semi-state and private organizations.

While the platform is to be initially run in Iran, the universal logic and conceptual model can be adopted by any country and tailored to its specific market needs.



Agri.Aralist.ir





Mr. Mehdi Rafiei
Managing Director and Member of the Board

Behtam Ensures Product Quality in the Face of Sanctions

Please tell us about the history of Behtam company and its foundation, production capacity, competitive advantages and achievements.

Behtam was started and registered in Iran in 2002, in collaboration with the French Total Company and Behran Oil Company under the name of Behtotal. The factory was established and started operating in Kaveh Industrial Town in late 2014, to manufacture grease, gas and diesel oil and antifreeze. The French company was active in Iran until 2012 and the formulas, processes and hardware, which came from France, were used with the participation of the Iranian party and with the presence of the company representative in Iran. We supplied our products under the global brand Total, with the same containers and labels.

Although the French left Iran after the sanctions, we continued to operate in Iran for another 6 years using the Total brand. Our French partners terminated all their activities in the country when harsher sanctions were imposed in 2018 and we couldn't use the brand name any longer. This resulted in a change in the company name from Behtotal to Behtam and a fall in production.

However, the situation improved thanks to our efficient processes, existing formulas and systems, and our young high-potential team of professionals. We were able to maintain quality and during the first month in 2023, sales went back up to the same level as the final year of Total's operation in Iran.



Please tell us about your production process. What materials do you use the most? What do your products mainly include?

Base oils are purchased from companies with refineries and the exchange market before being blended with other materials and turned into products with the quality levels that we provide. We have an up-to-date automation system and equipment and a fine laboratory. We manufacture some of the highest-quality greases in our grease plant, which is the best in Iran and almost in the Middle East. There are no issues in production or hardware.

What challenges are you facing in production and how do you deal with them? Please tell us about the distribution processes as well.

Perhaps our biggest challenge in the current economic conditions and the restrictions created by sanctions is the quality of the purchased input materials, which is of great importance.

Despite the increasingly difficult situation, we continue buying from the same suppliers as before, and we never compromised the quality of our products by choosing generic alternatives.

We obtain materials based on estimates made in advance to keep the situation under control. For example, we normally have the raw materials needed for a year in stock. Distribution is done through reputable agents that have been distributing products for different companies in the market for years.

We have a timely and efficient distribution system operating in Tehran, Khuzestan, Tabriz and Isfahan with Behran Trading Company.

How do you ensure the quality of your products?

All our products comply with standards, are directly monitored and undergo quality tests to make sure we only supply the highest-quality products to customers. In fact, our buyers, namely large automobile, steel, and major tile and ceramics companies, and power plants, are a mark of quality for our products.

What is Behtam's approach to exports? What products are the company's main export goods? What countries are your most important export destinations? What other regions are you considering for future exports?

Export destinations are determined according to production volume and capacity, which in turn depend on domestic and foreign needs. Domestic markets are currently our priority but there are comprehensive plans to establish effective future relationships with neighboring countries.

We are currently exporting to Armenia and Iraq, and we have also received the GOST standard from Russia and our first shipment will be delivered soon. We have other offers for export to countries like Tajikistan, Pakistan and Bulgaria. Regarding the Gulf countries, there are negotiations with companies in Oman so that we can obtain raw materials through bartering transactions with refineries in Oman.

Our main products are diesel oil and gas oil.



Counterfeiting is a major challenge faced by manufacturers. What are your anti-counterfeit policies? How can your products be distinguished from non-original goods?

There were two reports of fake products, which we managed to discover in cooperation with a team from Behran Company. Although our packaging can protect the products, we constantly monitor the market to ensure customer satisfaction and prevent losses.

How do you update your knowledge in production?

We have a team of elite scientists and cutting-edge technologies, as well as academic connections with Amir Kabir University, the Faculty of Chemistry at the University of Science and Technology, and some knowledge enterprises. All of these have been instrumental in the quality of our products and the progress that has been made.

What does the future in domestic and international markets look like based on current approaches?

We are purchasing the third production line hoping to increase grease production from three thousand to six thousand tons during the first phase and to nine thousand tons by August. There are also plans to increase storage capacity from 6500 tons to 12500 tons, as well as six other projects we are working on.

How likely are you as one of the main manufacturers in the country to form collaborations with foreign companies like your partnership with Total?

Our previous collaborations have always been mutually beneficial, and we hope that decision-makers who influence the development and efficiency of manufacturing will trust the technical knowledge of Iran's experts and facilitate production.



Are there any final points that you would like to share with our readers?

The greatest achievement of our company is our honesty and the fact that we have maintained quality in the face of all obstacles. We view creating great experiences for domestic and international customers as our main responsibility.



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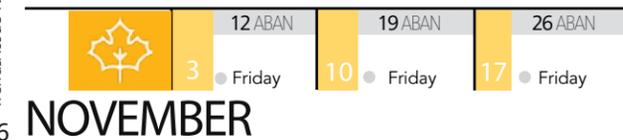
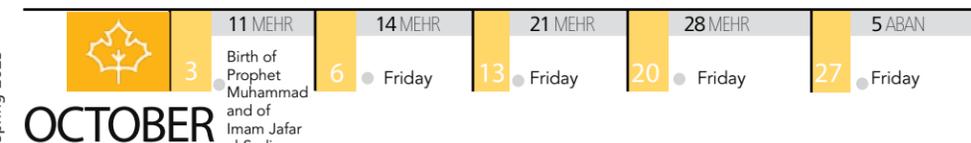
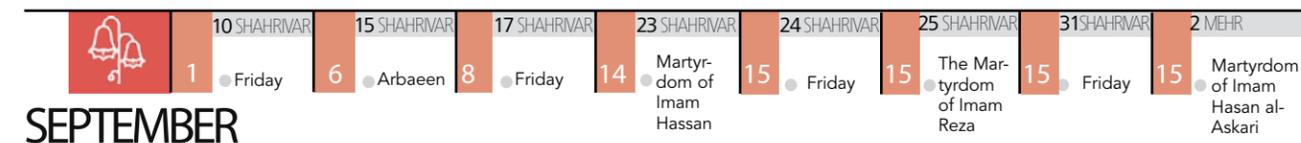
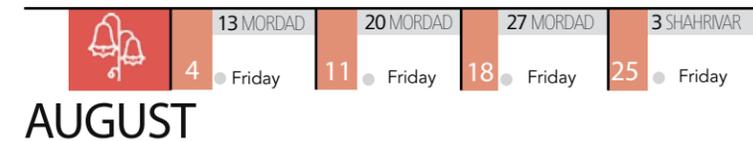
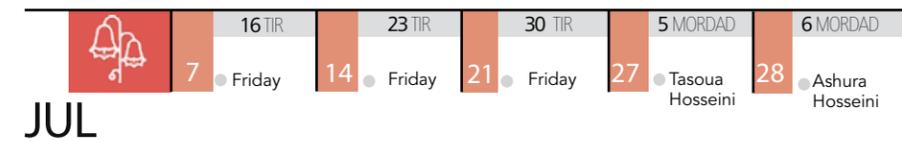
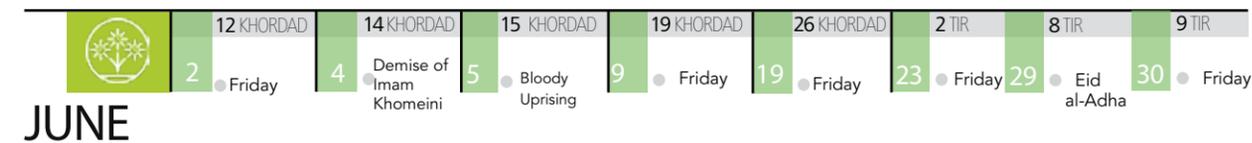
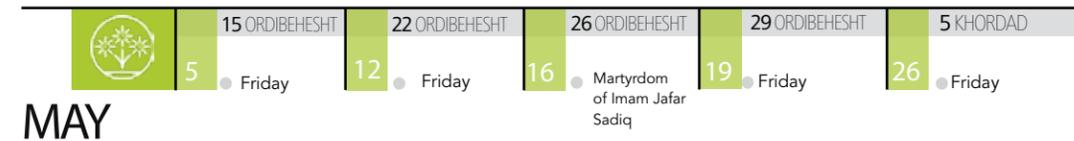
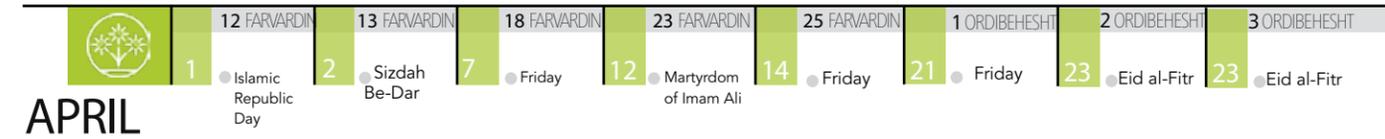
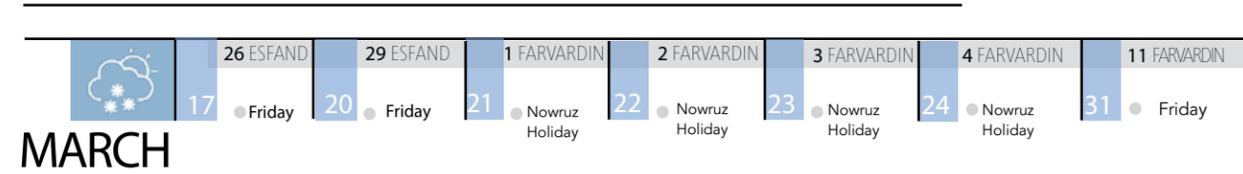


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Trends calendar

IRANIAN HOLIDAYS in 2023



Trends calendar

IRANIAN EVENTS & EXHIBITIONS in 2023

<p>The 26th Int'l Exhibition Oil, Gas, Refining & Petrochemical</p> <p>13 - 16 May 2023</p> <p>Tehran International Exhibition Centre</p>	<p>The 14th Int'l Exhibition of Exchange, Bank, Insurance</p> <p>24 - 27 Jul 2023</p> <p>Tehran International Exhibition Centre</p>
<p>The 23th Int'l Exhibition of Medical, Laboratory & Pharmaceutical Equipment</p> <p>24 - 27 May 2023</p> <p>Tehran International Exhibition Centre</p>	<p>The 11th Fajr International Islamic Fashion and Iranian Fashion Festival and Exhibition</p> <p>24 - 27 Jul 2023</p> <p>Tehran International Exhibition Centre</p>
<p>The 9th Int'l Exhibition of Rail Transportation, Related Industries & Equipment</p> <p>24 - 27 May 2023</p> <p>Tehran International Exhibition Centre</p>	<p>The 22st Int'l Exhibition of Building & Construction Industry</p> <p>12 - 15 Aug 2023</p> <p>Tehran International Exhibition Centre</p>
<p>The 19th Int'l Exhibition Kitchen, Bath, Sauna & Pool Industries & Equipment</p> <p>7 - 10 Jun 2023</p> <p>Tehran International Exhibition Centre</p>	<p>The 29th Persian Handmade Carpet Exhibition</p> <p>22 - 28 Aug 2023</p> <p>Tehran International Exhibition Centre</p>
<p>The 29th International Exhibition of food, food technology & Agriculture</p> <p>17 - 20 Jun 2023</p> <p>Tehran International Exhibition Centre</p>	<p>IRAN AUTO SHOW (The evolution of the automobile industry)</p> <p>25 - 28 Aug 2023</p> <p>Tehran International Exhibition Centre</p>
<p>Exhibition of Export capabilities of small and medium industries</p> <p>26 - 29 Jun 2023</p> <p>Tehran International Exhibition Centre</p>	<p>The 21st Int'l Exhibition of Poultry, Livestock and Related Industries</p> <p>3 - 6 Sep 2023</p> <p>Tehran International Exhibition Centre</p>
<p>The 21th Int'l Exhibition of Sports, Sporting Goods & equipment</p> <p>5 - 8 Jul 2023</p> <p>Tehran International Exhibition Centre</p>	<p>The 14th Int'l Grain, Flour & Bakery Industry Exhibition</p> <p>12 - 15 Sep 2023</p> <p>Tehran International Exhibition Centre</p>
<p>The 31nd International specialized - Export Exhibition of furniture industry</p> <p>14 - 17 Jul 2023</p> <p>Tehran International Exhibition Centre</p>	<p>The 10th Int'l Drinks, Tea, Coffee & Related Industries Exhibition</p> <p>17 - 20 Sep 2023</p> <p>Tehran International Exhibition Centre</p>



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!

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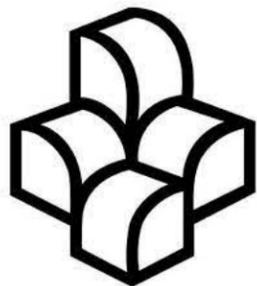
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Ebadreza Eslami
Director of the Tehran Museum of Contemporary Art.

Curating A Treasure House of Art and History

Ebadreza Eslami is the director of the Tehran Museum of Contemporary Art. His previous positions include head of Niavaran Cultural Center and assistant director at the School of Applied Sciences, Culture and Art.



Tehran Museum of Contemporary Art

Please tell us about the museum background.

Established in 1977, the Tehran Museum of Contemporary Art (TMoCA) is home to a world-renowned collection of art pieces and prized western modernist and postmodernist art outside Europe and the US. The museum collection includes over 3000 works by the likes of Picasso, Van Gogh, Jackson Pollock and Andy Warhol, as well as masterpieces by Iranian pioneers and 118 fine pages of Shahnama of Shah Tahmasb. The museum's extraordinary design, which is on the National Heritage list, is the work of celebrated architect Kamran Diba.

Having initially been run by a board of trustees made up of influential figures from the state and private sectors with

the courtyard at the end of the five galleries as the location of the permanent display because it can be separated from the galleries.

We also aim to host research-oriented exhibitions in collaboration with guest professors and renowned researchers. The first five galleries will house research-based exhibitions that will alternate to address the ever-changing needs of society.

Please explain about the conservation measures for the artifacts housed at the Tehran Museum of Contemporary Art.

Preservation measures vary depending on the material the artifacts are made from. Storage conditions for voluminous metal objects are for instance, fundamentally



a key role in establishing international collaborations, the museum has since received constant attention from our outstanding artists. This collective effort has ensured that the museum works towards its goals and missions while safeguarding the museum collection as a national treasure and documenting all its western art works.

What are some of the changes that are about to happen in the museum?

Soon after I assumed this position in 2022, the research department conducted a study to benchmark our practices against modern contemporary art museums from around the world so that we could have an idea of where we stand. The results of our comparative study corroborated the long-established demand to allocate at least a part of the museum space to the permanent collection. We have selected

different from how a historic book is stored.

All the objects are maintained with great care and our staff practice proper preservation measures according to international standards. Despite our meticulous care, however, two insects were detected in a Bernd and Hilda Becher photograph during a minimalism and conceptual art exhibition run, after which the museum was properly fumigated, and the floorboards were replaced. Insects are a common challenge in collections of paper objects, which makes regular fumigation and quarantine rooms essential.

Although we adhere to international guidelines for room and collections temperature, there is still room for improvement of our transport facilities.

Is the collection open to researchers?

Although it has always been possible, I have further facilitated research. There are several students conducting research at present and we have had international collaborations as well. However, one principle we stand by is that the study should be in line with the museum values, and we should approve the application of the study results.

Are there plans to enlarge the museum inventory and add objects?

Currently, we focus on conducting studies on the existing collection to advance our understanding of the museum's present inventory. Despite past efforts, the real potential of the TMoCA is yet to be realized, which is why research and publication of the results is our main priority.

Have there been any international collaborations and exchange of objects with overseas art museums? Is the TMoCA interested in forming international cooperations?

Partnerships have long been high on the agenda. Beneficial collaborations have been formed, valuable artifacts have been loaned to be displayed around the world, and art pieces have been sent on display in Iran. Several acclaimed artists have also had solo shows covering exquisite works of art and this trend continues to evolve into a more research-oriented approach. We haven't had a strong international presence over the last few years, which we are hoping to make up for. We missed the last Venice Biennial but are preparing for next year's architecture biennial and arranging the four residencies at the Paris Cité so that our artists can increase their international presence.

Currently, we focus on conducting studies on the existing collection to advance our understanding of the museum's present inventory.



What are the other ongoing programs at the museum?

Several book publication projects are currently underway and will be reaching their final stages soon. I also aim to strengthen the centers that have been founded over the last decade for contemporary literature, architecture, music, cinema and performing arts. These centers function as the research-administrative arm of the museum, enriching and informing research. Another objective, for which we have had several meetings with artists and authorities, is for the museum to have relative financial independence and be able to run its operations, carry out research, invite internationally recognized curators and organize thematic exhibitions and meet international museum standards.



By: Mahdi Shadizadeh
Hamid Hadinezhad

Art as a Medium of Social Change

filled space draw the viewer in. Guernica is a situation that Picasso describes avoiding reports of the location.

Sculpture

Art has long been wielded to further the causes of ideological



Guernica

Painting

Psychological processes in aesthetics keep ideology away from art. The genesis of the work of art in the artist's mind poses challenges to our understanding. Yet, what is axiomatic is that the work of art is created from individual interpretations of objective reality that pass through cognitive layers to be realized in a subtle process. What distinguishes an interpretation from a report is the emotions and mental and psychological dimensions. In the production of technical and skill-oriented craft, the absence of perceptual interactions leads to an artificial product. Intellectual abilities play an important role in forming subtle perceptions of our surroundings, and intuition is the reason for the absence of ideology and political orientations in art.

A good example is Guernica by Picasso, which simultaneously represents the artist's tendency towards stories of war and social and political tension and at the same time devoid of ideological dimensions. As an artist with social concerns, Picasso makes interpretations to create his work. He leverages aesthetic gains of realism, expressionism and cubism and develops an outstanding work in the right time and place. Guernica is in essence a revolutionary work of art as it juxtaposes contrasting elements and adopts paradoxical rhythm to create harmony while the horizontal frame represents peace. War is transformed into visual elements when the painter's passion as a realist to express their social inclinations is blended with their avoidance of emotional and superficial actions, which poses a challenge as it leads to behavioral and structural contradictions.

Guernica successfully delivers artistic expression rather than simply reporting. If description is placed in the story setting, it turns into a news report, and if it constructs form and structure, it represents personal attitudes and introduces the artist's disposition and expression. Interpretation in structure is accompanied by behavior, growing and flourishing in form and thought. As a result, visual elements flow in the story. Guernica addresses conflicts, contradictions and the story of war. A formidable rhythm, intense dark and light forces, presence and opening of knots, application of triangular shapes, dark and white stylistic devices, and the contrast-

states and political parties and organizations. However, creation of art in the absence of freewill leads to objects that lack feeling and perception. dogmatism.

While thought can be shaped by social influences, artistic expression only develops with the artist's emotions and disposition, free from restrictions, coercion and political affiliations that debase thought.

Churches as political and religious institutions have generated confrontations on the part of artists in different periods. An example of this is the Medici family who commissioned Bible and Torah narratives to Michelangelo to decorate the Sistine Chapel in the late 15th and early 16th centuries. The artist's creativity and humanistic attitude, however, led to a creation that imposed a mythological burden for a religious framework.

Michelangelo's works demonstrate Greek influences in execution, and a radically humanistic viewpoint. He broke taboos and replaced them with eternal mythologized forces with strong muscles. Michelangelo decorated the Sistine ceiling with his idealized, unholy figures in a religious atmosphere propagated by the state, causing a paradox in the church. The Sistine Church, where the most important Christian rituals are carried out, still stands with Michelangelo's work, free from innocence. Any religious expression becomes a disorder and is realized and presented anew through an artistic and intellectual mechanism. The imposing muscular figures and dark and contrasting colors recall extraterrestrial beings.

The disregard for the common proportions of the era in adoption of the figures and the biting and harsh tone towards the authenticity of Bible messages point to the artist's creative and avant-garde mind. The gender-neutrality of the figures and their depiction as heroes in a continuous paradigm suggests the dominance of Michelangelo's view over the ideological message of religion. The result is a paradox, as Michelangelo clearly worships mythology. His mythology, just like the spiritual paintings, requires worship and praise. Despite the iconoclasm, the question remains; the move from religious determinism to the invincible mythological giants reflects humanistic dogmatism.

Narrators of earth and hope

Forough Farrokhzad portrays the innermost female affairs in the most human form. Though not a woman in her poetry, she depicts femininity at its highest. To her, poetry is a haven and a spiritual need. Forough transforms the most mundane



Abbas Kiarostami

objects into the richest and purest works of art and seeks herself as a theme in her poetry. Poetry is not a circumstance but a historical destiny as her character and identity are shaped by her poetry and vision. Poetry is a necessary tool for expression, not the mechanical act of speaking. She gives the reader a glimpse of her personal life through words; an imaginary and individual world so simple and pure that it disregards gender. She is the narrator of pain, suffering, loneliness and introversion.

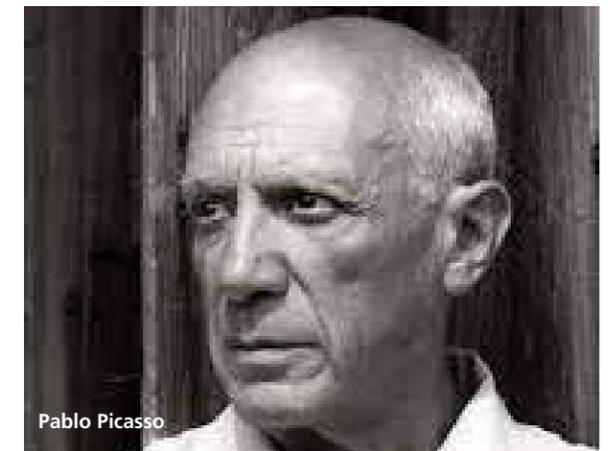
In her movie, "The House is Black", we are faced with shocking images in a leper colony. The location is a mental space for her. She takes advantage of the setting to express her interpretation of the surroundings. She creates sharp, long lights among these dark masses.

Art as an industry doesn't shape Forough. Rather, she claims her environment and blends it with her mentality and personal view. Perhaps the other figure whose abilities in creating images parallel hers is Abbas Kiarostami, who offers the same rich simplicity. Kiarostami tends to adopt nature and human presence, which brings to mind painting and photography. Just like Forough, he turns everyday objects into art and records his deepest philosophical views through the most delicate tools of expression.

The road in Kiarostami's trilogy, which begins with the movie "Where is the Friend's house?" is in fact his worldview. This goes on throughout the child's journey to reach the 'friend's house'. In the last scene, the hill, the road and the tree morph into a triangle. In "The Taste of Cherries", "Under the Olive Trees" and "The Wind Will Carry Us", the dirt road, the location inside the car, and the human presence create another triangle.

Kiarostami retells the story of mankind in nature with his unique understanding and poetic attitude. The winding road on a hill in "Where is the Friend's house?", and the single tree masterfully portray life, which is synonymous with hope and growth.

Nature is a recurrent theme in Kiarostami's works because it helps him sidestep the censorship problem. Kiarostami's films draw inspiration from the likes of Yasujiro Ozu and Robert Bresson, who search for themselves and the lost identity of



Pablo Picasso

the contemporary man. Use of large glasses that symbolize distance and closeness at the same time in "Report" is a clear impact of Bresson on him.



David by Michelangelo



Elmira Nouri

An Exclusive Interview with Elmira Nouri

Elmira Nouri is 27 years old and was born in Tehran. She is the founder and creative director of "Elin" clothing brand. The name "Elin" is a combination of her first and last name. The Brand was formed almost 9 years ago.

Please introduce yourself, since when you became interested in designing clothes and how did you enter the retail industry?

I was about 18, when I first started working on making Social Documentaries... I remember digging deep into the life of each individual to be able to find the real stories under the tangible layers of the everyday life. The idea of creating "Elin" came from one of the stories that was never publicized, the story of strong women who were the heroes of their own lives, those who were struggling with difficult situations and fighting with challenging diseases. A documentary which was never broadcasted...it only made me more determined to make a new start, in fact their life stories began the life of Elin. Those women were good at sewing and my interest in design led to the creation of this brand and a small sewing workshop which was funded by my own savings along with my father's financial support.

Tell us how ELIN got to where it is now.

My first design was inspired by the horse riding outfit, I have been riding for years. I should remind you that Polo (Chogan) is known as the famous ancient Iranian sport. This traditional sport was formed in Iran about 600 years before AD. It became more popular during the Achaemenes era and developed to its most during the Safavieh era, it also gained the British Officer's attention and was introduced to Britain by these officers. Gradually it was taken to South American countries and got popular among many other countries in the world. We invented an anti- sweat Polo gear. The designs came out to be so practical to be even worn as an everyday outfit. Elin was more developed after a year and I got it registered. I completed Fashion designing courses in Emirates. I started studying MBA to improve my knowledge about running and managing a business, I just did not stop educating myself on what I needed to know. I put all my effort in

stop educating myself on what I needed to know. I put all my effort in to increasing my knowledge and now that I am doing this interview with you, Elin is 9 years old and has grown as a family. I looked at it as a job at first but gradually it became part of my life. Age doesn't matter when you work for Elin, we have a 19 year old member working in our team as well as a lovely 73 year old. Elin team members might work far from each other but the team functions as a family. Love, respect and hard work is very important to all team members and this is very valuable. For sure the ups and downs and challenging moments were more than the easy and simple days. But I learnt to be patient, each time I felt frustrated I just reminded myself that Elin has a long way to reach the deserved level.

What are the things that inspire you for designing, tell us?

My main inspiration is nature, I can spend hours and hours in nature and get inspired by every bit of it. "Love Hormone" is the name of a collection which was mainly inspired by the love among animals. The fact that love might only last 3 years for humans but its limitless for animals. Street art was obvious in this collection, to be honest, our team worked really hard to bring back the street art. I got invited to Vancouver Fashion Week for this collection.

Another interesting field of inspiration for me is "Humans". I believe each individual creates its own design pattern which is unique to that person and special in its own way. This unique design has its own taste, colors and patterns, all of these has a lot to say, these designs are able to bring a lot of feelings to life.

Let's not miss the fields that are more serious which include the originality of Iranian clothing in different eras. This is very important and can't be missed. It goes back to 10,000 years ago. The cravings on the rocks show that Iranians have always had special clothing for any occasion. This is way before many other parts of the world. First spinning tools which belongs to 7000 years ago were found in Iran. Iran was a pioneer to the Egyptians with cotton spinning and to the Chinese in cultivating silkworms. Looking back in history, we understand that clothing has not only been a cover for the body but also according to

the climate, traditions, occasions and lifestyle each and every part of Iran had its own special way of clothing. Paying attention to all the above is the reason of having different patterns and styles throughout Iranian history. The fact that clothing has had something professional to offer is very valuable to me. We have all seen beautiful handicraft from all around Iran all our lives, we had a chance to learn about them and educate ourselves with the art hid in each and every part. It's a pity we have not been successful in terms of exporting all there is to the world. Nevertheless, we are seeing more and more international attention these days and this is because of the new generation of designers and artists who are trying their best to spread the Iranian art and fashion internationally.

Who helped you with your career, who supported you?

Whoever I learnt something from would be counted as my supporter, even those who were not physically involved did their part.



Iranian actresses/actors have worn your designs, tell us about it and their presence in various festivals wearing your designs.

In Fajr Film Festival a lot of Elin designs were worn, famous actresses such as Parinaz Izadyar, Hoda Zeinolabedeen, Fariba Naderi, Sima Tirandaz, Hojat Ashrafzadeh. Siamak Abbasi wore Elin in his concerts.

Tell us about your designs at EXPO Dubai, the creation, inspiration, material and production of the collection you presented in the EXPO last year.

Elin was one of the 5 Iranian brands that got invited to represent Iran at the EXPO. As I said before I love going deep in to history and the base for my designs that were going to EXPO was linked to my favorite dynasty the Achaemenes. I chose the turquoise blue color which represented the original style of Iranian pottery and carpet. The collection was made from high quality velvet. I also reflected the influence of women in the Achaemenes period, who had a very powerful position. The grandeur of the dress is derived from the strength and courage of women in that period, which was inspired by the long dress that went

all the way down to the crus, this was worn so when women would go upon the stairs of Persepolis their ankle could not be seen.

The motifs on the dresses were all detailed addition art done completely by hand, inspired by the Persepolis, and all around the bottom of the clothes the Achaemenes soldiers were painted. The mirror work that was done on the dress was about 13 kg, with the special embroidery technique with cuneiform letters, the famous ancient Persian quote was written on collar of the dress " Good Words, Good Deeds and Good Thoughts ".

You have recently designed an executive dress for the mother of the Khalifa of Qatar in line with the World Cup, and in cooperation with the Ministry of Culture and Islamic Guidance of Iran. Please share the creation process and your inspiration. Its concept and the materials you used for this dress.

I am a writer as well; my first published book was " Smile at Life " this was when I was only 15. For almost more than a year, I have been completing a book that is narrated with different stories made of different characters. A book that has forty short stories similar

to we were told in our childhood at our grandmother's houses. When I was asked to design a dress for Queen Moza (the mother of the Caliph of Qatar), we decided to do a design that represented Iran and its authenticity.

One of the dresses that was designed was inspired by my own short stories, and the art of Iranian patchwork. For this dress, I traveled to Sistan and Baluchistan and lived in the hearts of people for days. I met so many extremely capable and artistic women who worked with minimum facilities and had kept this art and valuable hand sewing alive. Honorable people that can't even be described in words. This is how the 40 pieces (chehel tikkeh) design was created, with the inspiration of all the noble people I met.

This dress was a combination of a long embroidered skirt, the team had spent days and weeks on each piece and its completely hand-made. All these pieces, each of which was selected very carefully, it was put together and was sewed with the hands of number of strong and skillful women of Sistan and Balouchestan. At the end there was the dress, which represented the art of more than 150 women who represent the beautiful art of the Sistan and Balouchestan.

For designing the other dress, I used the exquisite Zarbaft fabric, an authentic Iranian fabric (the fabric for the emperors) the production of Zarbaft these days is not as much as it used to be. A remnant of this beautiful art was implemented in Zari Bafi's workshop, thanks to the efforts of Mr. Naimai, who is working with all his compassion for the perpetuation of this art. This exquisite fabric, which was a gift to kings in the past, was the main material for the dress I designed for Queen Moza. and the design was inspired by the original story of Zarbaft. Unfortunately, many Zarbaft workshops stopped their activities due to various reasons, including the lack of raw materials and lack of sufficient support for the production of these fabrics.



An Exclusive Interview with Elmira Nouri

What future plans do you have for Elin and your career?

I am trying to present Elin and Iranian art to the world. I also have plans to visit Arab countries to promote Elin. On my personal side I am focusing on my short story writing which is in Haiku style and the book that will soon be published. Writing has always been and will be a part of me. I also like my new collection very much, which is derived from real letters written between people, which is implemented with origami techniques. TREND appreciates your time and wishes you all the best in future.

By: Schiller Dabiri



Marcel Duchamp

Dada or Dadaism is a nihilistic and absurdist art movement prompted by the social climate following the First World War. The output of the movement spanned visual arts, music, literature (mainly poetry), theatre and graphic design. Dada was established in 1916 in Cabaret Voltaire in Zurich. Rooted in impressionism, cubism and futurism schools, Dada morphed into surrealism after transformations happened in the stances of the founding members. Though short-lived, Dada left lasting impressions on prolific artistic movements to later go on and challenge traditional artistic values.

Upending Conventions: Marcel Duchamp's Contribution to Dadaism

Origins

While several accounts have been given as to how the movement received the name, the most widely accepted explanation suggests that it was adopted by randomly pointing to the French word "dada", or hobby horse, in a dictionary. Dadaism emerged as a reaction to the disillusionment, devastation and chaos resulting from the brutality and horrors of the First World War, which preoccupied artists witnessing teenagers leaving their homes to face death, destruction, carnage and imprisonment. They grew skeptical of all the social, political and even artistic institutions they deemed responsible for the turmoil of the war. Filled with despair by the seemingly permanent loss of stability and peace, they responded by founding Dadaism. Dada can, therefore, be regarded as a nihilist and anarchist reaction to WWI, which emphasized the rejection of logic and reason and detachment from convention.

Dadaists were anti-art and strived to free literature and subsequently humanity from the yoke of reason, logic and language. Since the school is based on defying traditional social and moral views, the objectives are achieved through nonsensical phrases.

Dada pioneers

The forerunners of Dadaism in Paris were Francis Picabia, Arthur Cravan, and Jaques Vaché, while Man Ray was a prominent figure in New York, a center for Dadaist activity alongside Zurich. However, one of the most seminal names in the movement was the Dada co-founder, Marcel Duchamp.

Marcel Duchamp

Henry Robert Marcel Duchamp (1887-1968) was a French American Dadaist who blurred the boundaries between artworks and everyday objects. His "readymades" are ordinary objects modified to mock and question long-standing assumptions about the role of the artist as a creator of a work of art. Born in France, Duchamp was raised in a creative family involved with chess,



"Bicycle Wheel" by Marcel Duchamp

books, painting and music, in a house filled with paintings and engravings of his maternal grandfather Emile Nicolle. When he was a child, he left home to attend school in Rouen accompanied by his brothers. This was followed by a prize for drawing in 1903, and another in 1904 during his commencement, after which he determined to be an artist. He learned academic drawing from a teacher who tried in vain to protect his students from impressionism and postimpressionism and other avant-garde movements. The artistic transformation undergone by Duchamp is only comprehensible in the artistic climate of Paris in the

decade prior to the First World War. After arriving in Paris in 1904, he started painting and showcasing his pieces and working with contemporary trends, as he transitioned from postimpressionism, inspired by Paul Cézanne, to Fauvism and eventually Cubism. He was experimenting and was put off by the notion of repeating a style, as he avoided the artistic practice of creating a signature piece or exhibiting works repeatedly. He met the first Dada group in Paris in 1919, when he was exhibiting his most well-known readymade, a photo of Mona Lisa with a mustache. This represented Dadaist scorn for the art of the past as a part of the civilization that brought about the horrors of the war.

As an artist and anti-artist, Duchamp is a prominent figure in 20th century painting. Yet, except for *Nude Descending a Staircase No.2*, he was largely ignored throughout his life. Although Dadaists critiqued society, their works were too complicated for the public to comprehend and until 1960 only Avant-garde circles such as surrealists regarded him as a significant artist while to official artistic groups and critics, he was merely a failing eccentric character.

Duchamp is one of the few figures who changed the course of art history. Not only did he transform visual arts, but he altered artists' minds and paved the way for later styles and new movements in art. Duchamp's works helped the spread of Western art subsequent to the First World War. He rejected standards and practices of the established art system and art marketing, not so much by authoring articles but by controversial gestures such as submitting a urinal as an art piece and naming it "Fountain".

In the current century, "creativity" is undoubtedly what adds a competitive advantage to all goods and services in human societies and distinguishes them from other competitors. Without creativity in any field or activity, Humans will not be able to find a suitable and distinct place in the market nor in the society, and with duplicate products and outputs identical to competitors, he will definitely not achieve significant success. This is why creativity can be considered the most important and main factor of human success in the future.

Art and artistic activities in all disciplines are not exempted from this law, success and being able to stand in a special place in the market and artistic communities requires being innovative in creating a piece or a collection. In fact, we can confirm that today the importance of creativity in art is far more important and vibrant than other human activities, according to the nature of art itself, creativity plays the most important role in making work of art. There are two stages in creating an artwork:

1. Creation that includes; Idea and design
 2. Production which includes; implementation and presentation.
- Sometimes it is done as a single process and all is done at the same time, meaning that all the idea in the mind of the artist is immediately implemented, or it can be done in the form of two independent processes and possibly with a time interval, which in this case usually, first the creation process that happens in the artist's mind sometimes in the form of a design that did not exist before, sketches appear on the paper as the basic stages of creation. Since creativity is the main core of making an artwork, therefore, in art, in addition to its main role in making the distinction between each work, it is also one of the main assumed purposes of its creation.

Another reason that makes creativity very important in art is the constant oversupply in today's art market. This makes the competition in the market and artistic community far more challenging compared to other markets. Also makes the role of an innovative mind in creating new and unique techniques and work to stand out more than before. The outcome of this competitive atmosphere has given the art lovers a lot of options in terms of style, technique and performance of art.

Art in the Era of Creativity



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

In one word, creativity is the process of transforming a new idea into a comprehensible and observable reality. In various fields of art, "new ideas" actually come from the opinions, imaginations, thoughts and views of the artists and art directors, which become real in the form of an artwork or performance. One of the distinctive features of creativity is that it gives humans a new insight and power to understand the universe from different point of views and enables us to discover the hidden patterns in nature and the relationships between unrelated events and objects. Also to find new solutions regarding the pending studies on various issues. Considering the importance of this issue, we should be reminded again that a creative process consists of two main stages:

1. Creation: idea and design
 2. Production: implementation and presentation
- An individual who only has bright and beautiful thoughts and ideas, which have never been implemented nor performed, in fact, he is considered to be a thoughtful and imaginative person and maybe a good theorist, but he cannot be called a "creative person".

By: Behdad Najafi Asadollahi

Creativity may be described as a process of random combination that creates new ideas for implementation with the ability to access, exploit and combine knowledge, information, insight and mental inspirations, in other words everything that has been acquired in our minds during our life in a way to transmit something valuable from the stage of "none existence" to "existence". This process consciously uncovers what was previously hidden which means bringing it to life again. Suddenly after this rebirth the creator or better say the artist feels a great amount of excitement and joy. We confirm that an artwork needs to meet 4 factors in order to be considered a creative work:

1. The first and basic condition is being original (not a copy).
2. Must be produced based on a creation set up, and the target concept should not be easily predictable from the beginning.
3. To be personal and exclusive and actually "belong to" the artist.
4. Creating value for the creator (including artistic value and consequently economic, educational, cultural, etc.)

Creativity, Always and Everywhere

Creativity is a process that should always be included in the strategic planning of all artistic activities as a necessity as an absolute and permanent fact to enable the artist to maintain the distinctive position he/she has gained in the society and market. This is because in today's world of mass communication media and global access to the Internet and social networks, people lose interest very quickly in any successful creative activity or idea as it shortly melts in to the normal and everyday life of the humans. It also loses its value as a competitive advantage and as a distinct phenomenon.

Can Creativity be Learned or Improved?

In one word the answer is "YES". To expand our one-word answer, we can say "Creativity" and being creative can not only be learned, but scientists have confirmed that humans are inherently creative' and unlike public beliefs, humans learn how "Not to Be Creative" through life! Creativity is a skill that not only can be learnt and developed but it's a process which can be managed and continuously improved.

Like No One Else

Parallel Exhibition hosted by Ragadid Group

The opening of the exhibition curated by Behdad Najafi was on 24th July 2022. Behdad did an explicit selection of paintings, sculpture and layout designs from 22 visual arts professionals and artists as follows: Vahid Amin, Saeedeh Arian, Parastou Azizi, Mina Bahreini, Reza Barati, Kambiz Berenji, Mehdi Esmaeilzadeh (Hoomaan), Meraj Golzadeh, Sahar Khalaji, Hossein Khoshraftar Roudi, Mani Kumar, Ardeshir Mirmongereh, Pejman Motaghian, Behdad Najafi Asadollahi, Mohsen Naseri, Keivan Rahiminejad, Saman Shadanloo (Ilkhan), Mehrangiz Shafeie, Mohsen Soleimani, Naser Soleimani and Sina Soltaniani.

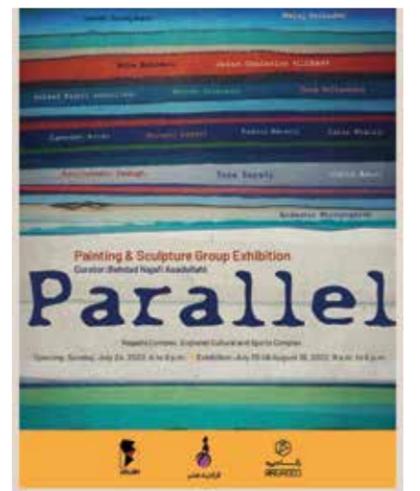
According to Behdad Najafi, one of the turning points in the career of each and every artist is to achieve a personal unique style in either the procedure or

"originality" through the creation of an artwork. The concept of "originality of the work" has caused every artist to follow a personal concept and mindset that is "like no one else". Not being similar to others, being like no one but yourself is a phenomenon that was not as important as it is in the past. Nowadays, "being like no one else" has become the concern of contemporary artists before and after the creation of their art.

She added that the "Parallel Exhibition", expresses an "Individual Originality" of the Iranian painters and sculptors with a glimpse of "Collective Originality". This art event was organized by "Khanesh Moaser Art Institute" in partnership with Faradid Honar Farda Cultural Institute in the "Ragadid Complex".



the content or sometimes in both aspects in a way for each work to be a representative of the artist itself. In other words, each artwork can be a signature of the creator. The Parallel arrangement of this exhibition gave the public the opportunity to view the art which represented the unique artistic techniques. He added that despite the differences in the nature, style and technique of each piece, yet the coherent theme of the exhibition along with the special setting created a unified and purposeful path for the visitors to follow. Saeedeh Arian, the artistic director of this event, said: Contemporary artists try to provide a personal definition of



By: Ghazal Mostafa

Sooratti Sooratti's Blend of Exclusivity and Style Pushes Wardrobe Choices out of the Box

Sooratti Sooratti, a London based brand, began by dropping a collection of sweatshirts and hoodies embellished with rhinestones, as a twist to the usual use of such streetwear pieces. Sooratti Sooratti aims to not only disrupt the typical streetwear vibe but to blend luxury into everyday comfort and create a day to night look.

Men in London have already welcomed the items as well as the "Mashallah" T-shirt, which sold out immediately during a pop-up in November 2022. The recognizable phrase, "Mashallah" has now become a key piece that will remain as a main go-to product of the Sooratti Sooratti brand. Collections and one-off pieces that are released are sold online and further pop-up stores are opening this year.

The brand was founded in London, but the designer behind it proudly takes inspiration from her Persian roots with a hint of Scandinavian upbringing. With her multicultural background, which includes memories of Iran's desert temperatures and the dark nights of Swedish winter, Aileen Gilani also embraces British culture. "Creating a mood board comes easy to me because all I have to do is think of a destination in Iran or even a song to get the creative juices flowing." It is the embellishment and embroidery on the items, inspired by Iran's iconic landmarks, that create the wow factor. "Mirrored mosques and stained-glass windows from famous sites in Iran such as Shah-e Cheragh and Nazir Al-Mulk, are the sources of inspiration. The Middle East is certainly more appreciated in recent years." Explained Aileen.

She has worked in the luxury industry in a different capacity before, but this time has chosen to use what she learned about sewing and fashion from her mother and grandmother as a child to bring her own collection to life. She cheekily says that her playlist for when she's designing is a combination of traditional Persian songs "that I can dance to", Swedish House Mafia and she always throws in some British artists such as Stormzy for good luck. "I'm always sending music links to friends because I want to give people some energy even from a distance. I should probably also consider DJ-ing. I think I could make it work!" She said.



Aileen cited the great potential for new styles and designs to be introduced to men as the reason she had the collection focus on menswear. "So much so that women will often buy items in the menswear department to complete an outfit. Women seem to be following influential men in sports and entertainment because of their style, though we might have to thank their personal stylists for that. Men who showcase their style are being reposted on social media as a mood board for others."

The activities of the brand are leaning towards Paris, New York, Scandinavia and other respectable fashion destinations that welcome the extravagant Middle Eastern pieces. Men in both sports and music are sharing their love of the pieces because they are different, fresh and even considered quite extreme and controversial. Last year, influential customers also asked for bespoke pieces. Aileen's goal is to collaborate with more creatives, artists and brands that understand her controversially creative mindset for menswear.

Sooratti Sooratti takes another alternative approach to fashion, where collections will be made based on vision and inspiration, not seasons, trends, or regular deadlines for fashion weeks. "For any new brand, we tend to give ourselves anxiety because we have to keep up with the big boys, but the fact is fashion doesn't have deadlines or expiration dates. When we're ready to release a new drop, we'll drop it. I won't be pressured to release collections and then be forced into a hard sell because we have to hit certain numbers and expectations. It takes the fun away from the spontaneous side of fashion." Says Aileen.

The next collection coming soon plans to push the boundaries further with more inspiration from the Middle East. Customers can subscribe online at www.soorattisoratti.com and on Instagram @sooratti_sooratti for priority announcements.



SOORATTI
SOORATTI



By: Setareh Hamidi

Why Men Should Jump on the Skincare Bandwagon

Many men view skin care as bizarre and feminine due to the stigma attached to grooming and hair and skin care for men. To them, a skin routine is limited to sheet masks and cosmetics, of which there are so many these days. If you are a man or have men around you, this might sound familiar, which is why you should keep reading to learn how essential a skin routine is for men. The general health and appearance of your skin is highly affected by your lifestyle and genetics, as well as environmental factors such as invisible waves, sunlight, and cold. The greatest damage incurred to skin is the effect of sunlight, or photoaging; a phenomenon that is undeniable in both men and women.

As vital sunlight is for vitamin D absorption, excessive exposure can cause redness, skin discoloration, burn, increased wrinkles and skin spots, and higher risk of skin cancer. The following image, published by New England Journal of Medicine, illustrates the damage caused by sunlight to a 69-year-old truck driver's skin, exposed to sunlight only from one side of the truck window.

When it comes to minimizing environmental and internal damage to skin, prevention is more effective

than treatment. To do this, you need an efficient routine, which starts with identifying your skin type. Your skin can be dry, oily, normal, or combination. Dry skin appears opaque, lacks glow, is rough and makes people look older. However, oily skin has open pores and is glossy, soft, more prone to acne and oily in appearance. Combination skin is usually oily in the T-zone (forehead, nose, and chin), and dry in other regions. Finally, normal skin is neither too oily nor too dry, and is known as the most ideal type of skin. You can determine your skin type one hour after cleansing by touching or examining the appearance of your skin.

Now you can establish a routine that helps you tune up your complexion and have healthy skin. Read on for the stages of an easy-to-follow routine.



1 Cleanser

The first stage is a suitable cleanser, designed to remove makeup, dead cells, excessive oil, and contamination so that substances can penetrate the underlying layers and the following stages can have the necessary impact. Washing the skin twice a day (once in the morning and once at night) is enough for most people. It is important to avoid using hand soap or shampoo to wash your skin, as many men do, as they can irritate facial skin. Unless there is a special problem, choose a gentle cleanser to avoid dryness and loss of necessary moisture. For mixed skin, the cleanser should clear pores without causing dryness or sensitivity in dry parts.

To cleanse properly, apply some cleanser to wet skin with clean hands, and clean your entire face using circular motion. Repeat the motion on your forehead, cheeks, chin, and even neck. Be cautious about the parts around the mouth and eyes. Depending on the type of cleanser, different durations may be required for cleansing, though typically between 30 seconds and one minute should be enough. Rinse the skin with lukewarm or cool water, and dry gently with a clean towel using tapping motion. You should not drag the towel on your skin, nor should you apply pressure. For greater cleansing and adjustment of skin PH, you can use toner.



◀ (This photo from the New England Journal of Medicine shows the extreme photoaging of a 69-year-old truck driver whose left side sat exposed to Ultraviolet-A sun rays for more than 25 years. A team of Northwestern dermatologist and laser surgery experts are treating the patient in an effort to restore as much of his facial features as possible.)

2 Moisturizer

Moisturizers help rehydrate skin, replace natural fats and proteins and keep the skin barrier intact despite cold, dry weather and hot showers that cause loss of moisture. Contrary to common belief, moisturizers are vital for all skin types, even oily ones. If moisturizers make you, like many other people, feel oily and heavy, pick one that is water-based and light weight and moisturize twice a day after cleansing your skin.



3 Skin treatment

No two people have the same exact skin, meaning each skin needs a specific treatment and no one-size-fits-all prescription can be given. That being said, one product that needs to be highlighted is retinoid, which was previously used for acne treatment and has recently shown antiaging effects. Retinoid reduces wrinkles and uneven pigmentation and promotes skin cell regeneration. Apply the size of a chickpea to the entire face on fully dry skin alongside moisturizer, beginning with once every other night and gradually increasing to every night.

You might see redness, sensitivity, skin flaking, light sensitivity (photosensitivity), or even skin aggravation, which is a sign that retinoid is in fact working. If none of these appear, you may need to use products with higher retinoid percentages. Although it typically takes the skin about four weeks to adapt to retinoid, if the symptoms are severe, use a lower dose or consult a dermatologist. A very important point in applying retinoid and other

exfoliating agents is that you should use sunscreen with suitable SPF values during the day. To see results, retinoid must be regularly used for two to three months but most people stop using it expecting immediate effects.



“The general health and appearance of your skin is highly affected by your lifestyle and genetics, as well as environmental factors such as invisible waves, sunlight, and cold.”

4 Sunscreen

Sunscreens are crucial in mitigating the previously discussed effects of UV radiation on skin. Topical sunscreens are categorized into physical and chemical types. Physical sunscreens reflect UV rays but are not very popular, especially among men, since they are glossy, leave a white film on skin, and have an unfavorable odor. The FDA recommends using sunscreen with an SPF of 30 for healthy skin. For oily and acne-prone skin, choose oil-free and non-comedogenic sunscreen. Use the three-finger rule (or six teaspoonful) to apply sunscreen to the face, ears, and neck half an hour before leaving the house and reapply every two hours. Although adhering to a skin routine might initially be dull or difficult, especially if you are tired or in a hurry, remind yourself of its importance for your skin health and consider it as part of your daily routine. If you are intrigued by the notion of better skin care, you must know you are not alone. Many skin products are now designed and sold for men, which indicates the progressive popularity of skin products among men. Note that many taboos are inaccurate and outdated and should not be a reason for you to ignore your personal health.



By: Reza Taeb

Amir Ali Danaei Reflects on His Life and Career

Amir Ali Danaei was born on January 14, 1981. He has a bachelor's degree in industrial engineering and a post graduate degree in political science.

Tell us about your professional background and the development of your career as an actor.

I used to play professional football and was selected for Esteghlal U23 and Iran's Youth National Team. My football career came to an end due to a leg injury, following which I started modeling before getting a job as the marketing manager at Ecut company.

I made my acting debut in 2006 with Kolah Pahlavi and have since starred in movies like "Azar" and "Shahdokht, Parviz and Others", which was a critically acclaimed movie that garnered multiple awards at Fajr Film Festival. I was the leading actor in "Ghosts" by Dariush Mehrjui and "This Apple is for You" by Sirus Alvand. My next movie "Appendix" brought several international awards and nominations for me and the director Mr. Namazi. This was followed by "Isolation", "Weightlessness", and a TV series called "Khabzadeh" by Sirus Alvand. I also worked on stage in plays like "Untamed Dreams", "Anyone Crucified is Called Jesus", "Hot Tin Roof" and "Eastern Songs".

Many film critics argue that the absence of A-listers in cinema has had an adverse financial impact on the industry. How do you see the effect of the new upcoming stars in the movie industry around the world?

I agree that cinema is losing audiences because of filmmakers' choice to sign mediocre actors that lack the necessary talent and knowledge while sidelining deserving actors.

New platforms are taking viewers away from cinema and television, which accounted for most Iranian and international audiences during the 80's and 90's. How is the quality and impact of content produced for different platforms different?

Despite their high potential and capacity to compete for viewership, cinema and television will fail to stay relevant unless they manage to better their content. Low-quality subject matter along with censorships limiting the sphere in which filmmakers can operate have driven many stars away.

You have cinema, theatre and Tv work on your professional resume. How did you break into each field, and which one did you find most special?

I find the story of how I landed my role in Kolah Pahlavi most amusing. Mr. Dorri offered me the leading role in his series in my first audition, giving me many fulfilling experiences during the process. After the filming was wrapped, I got into theater working on two back-to-back productions by Ayoub Aghakhani in 2012 and 2013. I went on to act in another play directed by Mr. Aghakhani in 2018, and "Eastern Songs" by Jalaledin Dorri in 2021. These were rewarding experiences that made me grow and evolve as an actor.

After my mother passed away in 2019, I took a two-year acting hiatus. I was subsequently offered to host Rokh Be Rokh and accepted because I liked the style and character of the set. The content was produced by a psychologist, Dr. Ensieh Afzali, resulting in pleasant and sincere dialogues with the guests.

I love all the projects that I have worked on but given a choice I would pick cinema. I believe that stage acting is practice in bringing different characters to life.

CINEMA

Who have been your supporters and biggest influences shaping your acting career?

My mother was my best friend and support system backing all my decisions like when I decided to pursue acting. Regarding acting, although I never tried to imitate other artists, I have always admired performances by great actors.

What projects are you currently working on? What plans do you have for the future?

I had plans for a talk show similar to Rokh Be Rokh through a different platform, production credits for a movie and some acting offers. However, I decided to suspend all my projects and decisions for my career pending changes in the current social conditions.

Do you have any final notes that you would like to share with our readers?

I hope political and economic developments can deliver a brighter future to Iranian people who have been facing significant challenges for years and I wish my fellow Iranians success.

Costa Blanca: The Jewel in the Valencian Community's Crown

By: Azra Mirghorbani

TRAVEL

REPORT

Azra Mirghorbani is an English teacher who was born in Iran in 1985. She has an undergraduate degree in English Literature and a master's degree in TEFL. She currently lives in Germany and takes every opportunity to travel.

Pick any day to fly to Valencia from Germany and chances are you will get much warmer weather, which is probably why the region is so popular among German, and British, holiday makers and sunseekers. Having been welcomed by the heat at the city's small airport, the first thing you notice is the airport signs that are in Valencian, a dialect of Catalan, with English and Spanish translations underneath; not what you would expect from a Spanish city, and thus begins a journey to a seaside haven with rich cultural heritage and a host of magnificent locations and attractions to cater to all tastes.

Since 1978, Spain has been made up of 17 autonomous communities. The Valencian Community is made up of the three provinces of Valencia, Alicante and Castellón. While Spanish is the official language for the whole Spain, the country is home to four co-official languages and the Valencian Community, like some other communities, is officially bilingual. Having been conquered and ruled by the Moors, or Islamic invaders, for over five centuries, Valencia still maintains its Moorish legacy. Well over 20 percent of Spanish words, like *aceituna* meaning olive, have Moorish roots, and ceramic work in Paterna traces its roots back to the era. Paterna, which is situated in the northwest of Valencia, is also well-known for its underground cave dwellings and a tower that is believed to have been built during the Arab age.

Located in the east of Spain along the Mediterranean Sea, Valencia is the birthplace of the well-known and tasty Paella dish. There is much more to the city than rice dishes and seafood though. Whether you are planning a city break to immerse yourself in the narrow Old Town streets or relax on the beach as the sun sinks into the horizon, Valencia never fails to amaze. The El Carmen neighborhood inside

the Old Town is practically an outdoor gallery where you can view street art at its best and enjoy the abundance of architectural styles courtesy of millennia of history imprinted on its streets. In Valencia you can visit the many cathedrals, dine at the marina, pay a visit to the hipster neighborhood of Ruzafa or spend a day at the City of Arts and Sciences.

Valencia on its own merits a whole stay, as do many other cities in the area. However, if you feel like seeing more of the Valencian Community and you are keen on road tripping, extend your visit to the neighboring province south of Valencia. Move along the Costa Blanca, or white coast, a 200 km Mediterranean coastline covering the Province of Alicante, and you will be greeted by miles of pleasant weather, crystal clear waters, coves and spectacular scenery. On your way, you will drive through numerous

beach cities and picturesque mountain villages, each more charming than the last, and discover invigorating nature, low mountain ranges, and unspoiled beaches. The entire area is also dotted with historical sites, palaces, cathedrals and castles dating back as early as thousands of years, which makes it next to impossible to choose a single place to visit or stay at.

One must-see, though, is Cap de Sant Antoni in Xàvia, with coastal cliffs as high as 170 meters, providing breathtaking views of the Gulf of Valencia and a stunning unobstructed horizon. Continue south for a stop in Altea, yet another charming city or take a detour to cool down in the stunningly beautiful waterfalls in Fonts de l'Algar and see nature at its finest.

Even further south along Costa Blanca lies L'abrir, a small beach resort with turquoise waters and a beautiful view of the sea, which can lure you in for a swim and then quickly reject you with its pebble stone beach. Pro tip, if you go swimming in L'abrir, take some water shoes or you are entering a world of pain! As you eat at a nearby café, you can't help overhearing all the (British) English that is spoken here.

Although some regions in Spain remain local, Costa Blanca is dominated by British expats who have escaped the cold climate of their home country to relocate here.



While it has a higher visitor density, there are even more Brits here than anywhere else on the Costa Blanca, Benidorm or "Manhattan of Spain" would be the highlight of the journey. The quaint streets in Benidorm's historic center, which is built on a small hill, call to mind a humble fishing village that is now home to countless high-rise buildings and boasts a lively nightlife.

During the day, you can stroll through the narrow streets in the historical center that still reflect the Moorish architectural influence, shop for souvenirs in the small stores or have a meal at the many cozy cafes and restaurants. Spend steamy summer days sunbathing on the golden beaches that stretch for miles or swim in the crystal blue water, and if you relish the notion of a hike, be fascinated by the picture-perfect panoramic views from the surrounding hills. Lazy afternoons are perfect for a walk towards the Mediterranean balcony, the eyecatcher of the city. The Moorish style balcony is a white viewing area with stairs that lead you to the sea, where you can see the colors of the sea up close.

With a blend of nature, warm climate, gastronomy, and affordable accommodation, the Valencian Community, and in particular the Costa Blanca, has something for everyone. For those trying to avoid the sweltering heat of July and August or looking for a peaceful seascape, the best time to visit is the shoulder seasons when crowds thin out. It may not be as easy to swim in November, but you can discover the savors and flavors of the local cuisine and enjoy a culturally diverse paradise.





Shervineh Hoseinzadeh

Shervineh Hoseinzadeh, born in 1995 in Mashhad, Iran. Shervineh chose French confectionary style after exploring all other international methods.

She got her first cooking and baking impressions through her mother as a child watching her mother cooking and baking in the kitchen. She began her path in the confectionary world by learning the basics about baking followed by completing various dessert making courses ran by experts in this field. And this is when she decided to move to Tehran to develop her skills more professionally.

In Tehran she joined a team working on a bread based project and this gave her the opportunity to work alongside the experts in this industry, this was only till she became very interested in French style confectionary. She found herself enjoying the French style bakery so much that she started working in a French style bakery Café in northern part of Tehran.

TRENDS was lucky to get one of Shervineh's recipes.

The Caramel Biscuit Mousse.
(3 baking parts)

Coconut Crumble (crust)

50 gr sugar
40 gr butter
20 gr coconut powder
60 gr original flour
1 pinch of salt
1 pinch of star anise powder



Wanna make Caramel Biscuit Mousse?

1. Mix the flour, sugar, coconut powder, salt and the star anise powder with a medium volume.

2. Make 2 same sized cubes from the room temperature butter, add them one by one to the mix.

Make sure everything is well mixed and there are no lumps in the batter.

3. Wrap the batter in a cellophane and keep it in the fridge for 30 minutes.

4. Make a bowl shape in a silicone container, leave it to rest in the fridge for another 15 minutes.

This recipe is for 16 crumble bowls, each 8-10 gr

5. Put it the oven, 300 F for 10 minutes. Check, let it be in for longer if it doesn't have a light golden color.

6. Take it out from the oven and give it a 20 minute rest in the fridge. (This is the 3rd rest in the fridge)

Caramel Mousse (filling)

280 gr cream
85 gr sugar
1 gelatin sheet
85 gr white chocolate
90 gr cream
10 Roasted hazelnuts (whole, no cuts)

1. Bain marie the chocolate. (easy & quick way to melt the chocolate)

2. Make caramel from the sugar, put the sugar bowl on a low heat, warm the 85 gr cream and add it to the sugar. Strain the caramel before adding it to the melted chocolate (bain marie chocolate). Add the soaked gelatin sheet, add the 90gr cream and the white chocolate. Stir it to clear all the lumps.

Remember that you need to be very quick as it is very important to add the gelatin sheet while the mix is still warm.

3. Pour the mix in the 90 gr cream. Pour some of the mix in to the container and put a roasted hazelnut in the middle, cover it with more batter/mix. Leave it in the fridge for 5

Leave for 10-12 hrs in the freezer if you are using silicon containers for better result and easier to take them off the container.

Frosting

100gr sugar
100gr glucose
100gr white chocolate
100gr original cream
50gr gelatin sheet
75gr water

1. Soak the gelatin sheet for 3 minutes, bain marie it, let it cool down then put it in the fridge.

2. Put the sugar and half of the glucose in a metal bowl, add water and heat it. Stir till the sugar is dissolved. Turn the heat off as soon as bubbles appear around the bowl.

3. Pour the chocolate in the mix and let it dissolve.

4. Add the cream and stir it with an electronic mixer for 2/3 minutes.

5. Add the gelatin, don't use any mixing tool, this is to avoid bubbles in the batter. Just wait till the gelatin dissolves.

6. Strain the frosting and pour some on top of each of the ready desserts after you take them out from the freezer.

Enjoy the Caramel Biscuit Mousse!
Contact:
0098 921 697 21 53

Canadians Love Poutine

Let me introduce you to a Canadian traditional dish, Poutine. You may think it's just a kind of French fries that Canadians call Poutine. Well, you're wrong. What makes a poutine unique from any other dish made from potatoes is it's topping. This tasty topping is made of cheese curds and gravy. The taste of poutine is so unique that makes it difficult to put in words.

The background of this traditional Canadian dish goes back to the 1950s when it first appeared in rural Quebec little café restaurants. Canadian food researcher, Sylvain Charlebois says while Warwick is the birthplace of poutine, Drummondville's Jean-Paul Roy is known as the true inventor as he was the first one who sold poutine with three combined ingredients in 1964. Therefore, some believe it comes from and belongs to the French side of Canada but Later Poutine was widely popularized across Canada and now I can confirm that Poutine is known as the only Canadian Traditional Dish which found its way to other parts of the world.

Many people make Gravy with Roux. Roux is a mixture of flour and fat cooked together and used to thicken sauces. Roux is typically made from equal parts of flour and fat by weight. The flour is added to the melted fat or oil on the stove top, blended until smooth, and cooked to the desired level of brownness. A roux can be white, blond (darker) or brown. There is various common fat used in Roux. Roux is used for thickening the gravy, sauces, soups and stews. It provides the base for a dish, and other ingredients can be added after the roux is complete. A good Poutine Gravy relies more on starch so the Roux with more starch is what makes the poutine delicious.

Another main thing that makes a good poutine is the French fries. I am talking about those thick, not too crispy, not too soggy, solid French fries. Fresh potatoes will taste better than the frozen French fries found at any super

market. Sometimes you see bits of skin on some parts of the potato, that's to get a crunchy corner bite every once in a while. The cut potatoes fried in fresh frying oil will taste better. No special seasoning is used for the fries; the taste is all about the topping. By this point I assume you would agree with Canadians when they say Poutine helps you get warm. Well, the starch and fat in the Poutine can help with feeling warm during the long and freezing winters of Canada.

very good for your teeth. Poutine can be counted as a main dish on its own or it can be served as a side served with other food. Stuffed chicken or Turkey are suggested to be served with Poutine. Poutine is always served at festive occasions. Canadians will always have Poutine on their tables at their special family gatherings. Some people add cranberry sauce to the topping. These people say it will just take the taste to the next level (so delicious). This dish has been popular



Last but not least ingredient is the cheese curds. Simply solid pieces of curdled milk, that can be either eaten alone as a snack or as Canadians do, it can be added to fries and with the gravy, you will enjoy a delicious poutine. Cheese curds can be found in white or yellow color. For poutine we want white cheese curds. We also want the cheese to melt. Another way to describe the cheese curd is to say it's just a young cheddar. Why young? Because it was not kept long to age so the taste is different from what you normally get from a supermarket. It tastes so fresh. The good healthy part of the poutine is the cheese which is a good source of nutrients like vitamin A, vitamin B12, phosphorus and zinc. It also contains milk protein that helps to neutralize plaque acids and it is

among kids and adults as long as its remembered. You can ask for extra gravy or add other ingredients such as meat bites, extra cheese or hot pepper to spice up your poutine. Some people even add nuts to their poutine. You can rarely find a menu across Canada with no poutine on its list. You can even order poutine in McDonalds throughout Canada. It can easily be made at home so I suggest you try to make your own Poutine. After a few times you can make some changes according to your taste in food until you get a chance to actually order a Poutine in Canada! Although Poutine is not as popular as sushi around the world but Canadians love Poutine and they sure are very good at making the best ones in the world!

By: Samin Ekbatani

There are different types of Anxiety: panic disorder, obsessive compulsive disorder, social anxiety disorder, separation anxiety, post-traumatic stress disorder and specific phobia. They are all categorized as psychological disorders and the individual experiencing each of the above needs to seek help from a psychologist. Studies in this field have not yet proven a main cause for any of these disorders, but genes and environmental factors can be influential. One of the environmental causes that plays an important role in controlling or causing anxiety is nutrition and diet.

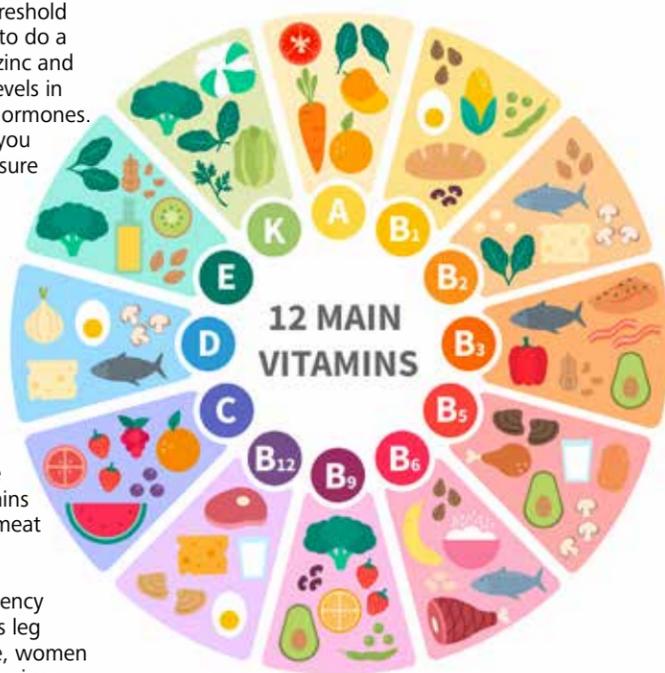
If you regularly experience stress and anxiety and your irritability threshold is low as well, we advise you to do a blood test to check the iron, zinc and other vitamins and minerals levels in your blood, as well as some hormones. Health specialists also advise you to go over your diet to make sure what you eat is helpful to maintain your mental health.

Anxious people might have iron, B group vitamins or D3 deficiency. B group vitamins, especially B12-B1-B9, helps stress relief and increases irritability threshold through the effect it has on the central nervous system (CNS). Food which are sources of this group of vitamins are: rice, whole grain bread, meat and vegetables.

Lack of Iron causes iron deficiency anemia, irritability and restless leg syndrome. Before menopause, women should be checked annually for iron deficiency anemia and the level of body iron reserves (ferritin). Magnesium deficiency in people can also cause stress and anxiety. Magnesium deficiency is very common in people who do not consume vegetables because vegetables are rich in magnesium. Symptoms of magnesium deficiency include muscle weakness and body fatigue.

Vitamin D's role in the nervous system is to help people to relax and stay calm. In many cases, depression can be caused by vitamin D deficiency. Among the main forms of vitamin D, we can mention Vitamin D3 and D2, both of which can be made by the body in the presence of sunlight. Noon is the best time for the body to make vitamin D because the sun is at its highest and

Watch Your Diet



include relaxing teas and green tea because green tea contains theanine amino acid, which causes relaxation. Long-term hunger and skipping meals and snacks cause a drop in sugar level of the blood, and this drop in sugar usually causes anxiety for many people. Anxious people tend to consume sweets and chocolate because sweet substances increase the secretion of serotonin hormone and this hormone is known as the uplifting hormone, but the effect of these sweet substances is short-term! Nuts (especially walnuts, raisins and almonds) are a good substitute for sweets and chocolate. One of the main body parts that



your body has the chance to make the best of it. This means it's less likely for the body to produce vitamin D from the afternoon sunlight. The time required to make enough vitamin D3 in the skin is 15 minutes, 3 times a week. But if a direct contact between the sun and the skin is not possible, you must take vitamin D supplements along with food sources that contain vitamin D. Oily fish such as salmon, liver, and egg yolk are known as rich sources of vitamin D.

Eliminate coffee and caffeinated drinks such as energy drinks from your diet or consume them in small amounts. Eliminating coffee from the diet should be done gradually within 7 days so that coffee withdrawal symptoms such as headaches do not occur in people. Alternatives to caffeinated drinks

produce serotonin for humans is their intestines, so a healthy digestive system plays an important role in controlling stress for us. Probiotic bacteria play an important role to keep our intestines healthy. Probiotics are useful intestinal bacteria, if the amount of this bacteria is not balanced it can cause anxiety and depression in people. Stress and anxiety itself can be the reason for imbalanced probiotics.

The main source of probiotics is dairy products. Those containing probiotics are: kefir, yogurt, buttermilk. We must pay attention to the fact that heat destroys probiotics! Therefore, never put yogurt on your hot food.

What kind of diet makes us sleep better?

Sleep disorder is very common, it disrupts the natural circadian rhythm, which negatively affects both our mental and physical health. There are different types of sleep disorders, among which we can mention insomnia, obstructive sleep apnea and circadian rhythm disorders. Sleep disorders are not only associated with reduced quality of life and work efficiency, but also with increased medical and psychiatric problems. It is considered a risk factor for many diseases, including cardiovascular events, high blood pressure, and type 2



diabetes. Having a healthy sleep cycle for children is very critical for their physiological and psychological health as well as their cognitive development and behaviors. Dietary components can directly affect sleep. For example, the caffeine in caffeinated coffee or tea reduces the total sleep time and quality, as well as increasing the sleep induction time.

Melatonin is known as a sleep inducer that transmits information about the daily cycle of light and dark to the body, so foods containing melatonin can directly affect sleep. Food sources that increase melatonin stimulation include pineapple, corn, grapes, and cherries. Amino acid tryptophan is a precursor of compounds that relaxes the brain and

makes you feel energetic. Tryptophan is a substrate (precursor) of serotonin. Serotonin is a major sleep mediator that first promotes wakefulness but then promotes NREM sleep. Taking tryptophan supplements (1 gram or more) increases mental sleepiness and decreases sleep time, especially in people with mild insomnia. One of the main sources of the amino acid tryptophan is milk, for this reason it is recommended to drink a glass of milk before going to sleep. Turkey, spinach, soy, tofu are also rich sources of tryptophan. GABA-aminobutyric acid is a bioactive amino acid which does not form protein with this amino acid but it

inflammation in the body and thus reduces many chronic diseases. Omega 3 affects the rhythm of the melatonin hormone and the circadian clock function, so a diet with Omega 3 deficiency disrupts the circadian sleep. Omega 3 food sources include fatty fish, flax seeds, and walnuts. DHA is a type of omega-3 fatty acid that increases the duration of night sleep and earlier sleep for children and teenagers. Food known as Omega 3 source are: salmon, fish oil and oysters. Vitamin D deficiency is associated with a higher risk of sleep disorders, including poor sleep quality, short sleep duration disorders, including poor sleep quality, short sleep duration

induces sleep in people. Consuming simple sugars and refined grains cause insomnia in people. Foods rich in fiber such as vegetables, legumes and fruits improve sleep and reduce insomnia. Saturated fat intake is a major risk factor for cardiovascular disease and diabetes. Animal fat, processed foods, hydrogenated oils are considered saturated fatty acids. Excessive consumption of saturated fatty acids during the day is associated with shorter sleep duration and reduces sleep quality. Diabetes can be caused by excessive and long-term consumption of saturated fats, and diabetes is often associated with sleep problems! Omega-3 fatty acids are a type of polyunsaturated fatty acid that are essential for brain development. This type of fatty acid reduces



By: Reza Taeb

The Arab Genius Alongside the World's Most Marketable Celebrity



The vision and decision of Saudi Arabian authorities have drawn the world's gaze to Riyadh. The presence of the Portuguese football star, Cristiano Ronaldo, in the Al-Nasr of Saudi Arabia opened new doors to this region and made the deal talk of the day. The signing, however, presents a clever angel besides sporting and financial considerations.

Gulf countries have been in fierce competition to market their countries' potential and tourist attractions to the world. This started when the trade, industrial and economic approaches of the Dubai Expo signaled globalization and interconnectedness, continued with the outstanding World Cup in Qatar and culminated with Saudi Arabia.

Following cooperations between UAE and the western world and development of infrastructure to establish Emirates as the economic hub of the region, Saudi Arabia has now signed a contract with the most popular sports star in the world in a move toward realizing its ambitions. Hailed as the most popular celebrity in

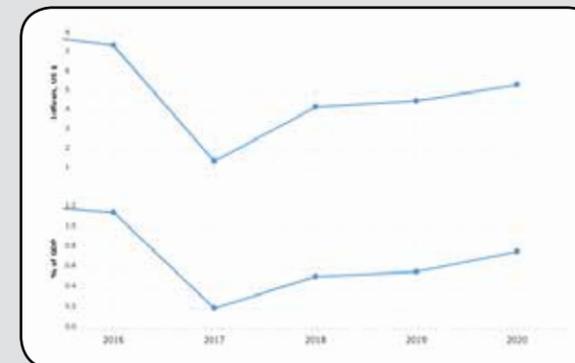
the world with 542 million Instagram followers, Cristiano joined the Saudi professional league with a two-year contract worth about 400 million euros.

The signing of the expensive star will, however, bring huge revenues to Saudis, namely increases in the price of football players, value of Arab teams and leagues and tournament ticket prices, sales of video content, advertisement possibilities, a rise in television viewership, revenues from friendly matches, promotion of tourism, the possibility to attract other international talent and host potential conferences, events and exhibitions. This decision will grant Arab countries a key role in various areas and the chance to thrive in the global community. Relying on their unity and young motivated nations, Saudi Arabia, the United Arab Emirates and Qatar, will be making history.

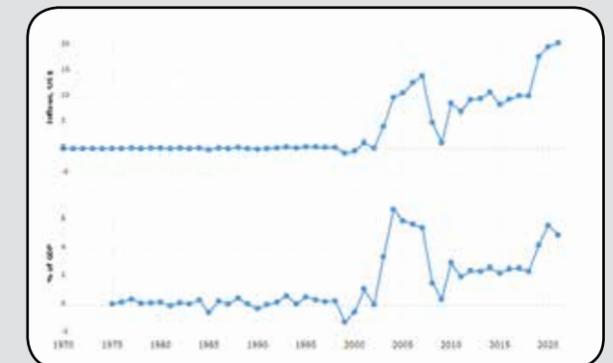
The deal brings revenues in ways that go beyond a sporting approach. Georgina's presence is predicted to introduce a significant opportunity for the fashion industry in Saudi Arabia

and the region. Exposing the world to a different view of Saudi culture and reconciling it with western cultures can be welcomed and attract investment in different sectors. which reveals the genius of the Arab leaders. A cursory look at the dimensions of this move makes it necessary to learn more about the Saudis' acumen in economic and trade relations of the region.

The revenues of the entertainment and sports industries are increasing at a fast rate. ResearchAndMarkets.com reports that the global sports market size was valued at 500 billion dollars, which according to Allied Market Research, will rise to 930 billion dollars. Reports by Macrotrends point to an increase in domestic and foreign investments in Saudi Arabia, UAE and Qatar.



- Saudi Arabia foreign direct investment for 2020 was \$5.40B, a 18.34% increase from 2019.
- Saudi Arabia foreign direct investment for 2019 was \$4.56B, a 7.43% increase from 2018.
- Saudi Arabia foreign direct investment for 2018 was \$4.25B, a 199.34% increase from 2017.



- UAE foreign direct investment for 2021 was \$20.67B, a 3.94% increase from 2020.
- UAE foreign direct investment for 2020 was \$19.88B, an 11.24% increase from 2019.
- UAE foreign direct investment for 2019 was \$17.87B, a 72.12% increase from 2018.
- UAE foreign direct investment for 2018 was \$10.39B, a 0.3% increase from 2017.

Source: <https://www.macrotrends.net/countries/SAU/saudi-arabia/foreign-direct-investment>

Important economic-sporting decisions in Iran over the last 44 years include privatization of Esteghlal and Persepolis. After thorough examinations, Iran's Privatization Organization determined the value of Persepolis and Esteghlal to be at about 3000 and 2700 billion tomans. The process will be finalized in early 2023 and we have yet to see how it will affect performance and public opinion.

By: Dr. Kourosh Resalati

SPORT

What does bionic mean? Before engaging in the technical definition, we need to describe the word itself. The word bionics was coined by Jack E. Steele in 1958 by combining 'bion' which means life in ancient Greek, and the suffix '-ic' meaning characteristic of. Bionic can therefore be defined as life. The other definition offered for the word is 'bio' and 'nic' from the word electronic. Other words with similar meanings in different disciplines include biomimetic and biomimicry.

The bionic athlete is not far away. In fact body technology is advancing very rapidly, whether through bioengineering, genomics or artificial body parts. The sports scene will be at the forefront. We discuss 10 powerful reasons why the bionic athlete is not far away.

I can still vividly remember the actor Lee Majors in the science fiction series "the six million dollar man" in the seventies. He was a bionic athlete avant la lettre and yes, I am in my fifties! At the time I was totally struck by the fact that a human could be transformed into kind of a superman with bionic athlete capabilities, whether it being phenomenal eyesight or limbs that could do extraordinary things like lasering and super jumping etc. A long time has gone by ever since, but we are getting closer and closer to such a bionic human and sports will no doubt be at the forefront of such a development.

Genetic enhancements and genomics, artificial bodyparts, performance enhancers, bio-engineering, bio-hacking, chemical drugs, brain computer interfaces! All of these are having the capability to improve human performance and all of these sooner or later will become commonplace. It does not mean that the road towards these 'new treatments' will be without bumps and without a lot of public debate. There are for example still loads of ethical question. In any case such treatments will disrupt society and the world of sports in a big way.

Clearly there are loads of positives. Medical patients in the future may benefit from artificial bodyparts or gene adjustments or whatever other treatment. On the back of it such a person will have a healthier life, whilst longer term health related costs can be reduced. Patient happy, society happy! So nothing wrong about this as long as it is safe for the patients and the future of humanity.



Will bionic science introduce athletes to new challenges? In what direction will the future of athletes and sports in the world go?



The ethical question is the main culprit for some. There is a group that argues that for example gene editing is not that different from a heart or kidney transplantation. They reason that in both cases life is enhanced. Others would argue differently. They say that for example DNA editing has huge long term implications for the human race. Their reasoning is that anything you did not get from god is illegal and dangerous.

But if you can cure a person by such a treatment, why would this be wrong? What is normal and what is not? For example many newly developed drugs and therapies are identical to natural chemicals made by the body. What should be considered as a 'normal' level?

Let me start by just asking you a couple of questions in order to clarify the magnitude and difficulty of the problem.

Do you think a professional golf player who has a heart problem and receives a new heart should be allowed to compete on the European Tour? Or would this give him an unfair advantage?

Do you think a player who receives an artificial knee because the old one is injured, should be allowed to compete in spite of the new knee being better than the old one and better than the one of the average player? Does this give him an unfair advantage?

How about the archer that turns blind and receives a new improved bionic eye? Or boxers with bionic arms? What should be allowed and what not? If you would allow a player to receive an artificial knee, would you allow another player with a healthy knee to receive a new one as well?

Should genetically enhanced babies be allowed to compete in sports, even given the fact they had no say in this? And what about if this was a lifesaving genetic enhancement with as a side effect improved athletic capabilities?

Should the South African athlete Caster Semenya be allowed to compete in spite of having a too high natural testosterone level matching that of a man. Should this be considered unfair? Does it mean some people are unlucky and should not be allowed to participate in competitions? Or should

she take medicine to reduce these levels? In such case, what is normal and what is not?

Natural versus artificial or engineered? What and when is something right or not? Some questions for debate I would say, questions with no easy answers. We should be prepared, as no doubt these questions will present itself rather sooner than later.

6 reasons why trend towards the bionic athlete cannot be stopped History has proven over and over again that the use of new technologies cannot be avoided, particularly if they lead to better performance. Sports is all about peak performance and hence sports will be at the forefront of these new performance enhancing technologies. The future cyber or bionic athlete will no doubt be a fact of life and maybe rather sooner than later. 6 important reasons why I believe this trend cannot be stopped are the following:

1. Detecting will be incredibly difficult in some cases

Doping is of all ages. For many years, elite athletes in sports like cycling, track and field and weightlifting have been using performance enhancing drugs. It is naive to believe this will ever stop, particularly as in many cases it is difficult to detect doping. Many newly developed drugs and therapies are identical to natural chemicals made by the body and hence even more difficult to detect.

For bio-engineering and DNA adjustments it is even almost impossible. Think for example of athletes injecting artificial genes into their muscles. No doubt detection will become one of the major issues/difficulties in sports. As long as such is the case there will be athletes that want to take the risk if chances of being caught are slim.

2. Ambition, survival and cheating are of all times
Blind ambition is just part of human nature. So is cheating. There is a thin line between the two. There will always be persons that are prepared to bend the rules, if that can bring fame and fortune. Moreover, if they have the feeling, they are not the only one, crossing the line is not that far away. The same counts for those athletes that have to earn money to have a decent living for themselves and their family.

As long as gene therapy scientists receive multiple calls every day from athletes seeking a genetic advantage and are even prepared to risk their health for this, there is little hope human nature will change.

3. The difference between medical treatment and performance enhancement will be blurred
What is medical treatment and what is performance enhancement? If your



health is being restored, performance will automatically be enhanced as well. If you get a new hip or gene editing is to improve your general health, it means you will also perform better. In fact, it might well be that your new hip will be much better than you ever dreamed of. So what comes first?

Performance improvement leading to better health or the other way around? It's a bit similar to the chicken and egg discussion, if you would ask me. In the end it will probably be health restoration that will be the main driver for performance improvement. It will be the ideal excuse.

4. The stigma of tinkering with your body being unacceptable will slowly disappear

As medical patients will see results, new sciences such as bio-engineering and genomics will slowly be accepted. In the end, it is the result what counts. In the past there were similar discussions with organ transplantations or breast implants and I could go on for a while. Many people argued this was unacceptable. However, in the end it is proven results what counts! These will lead to a change in view. It is my belief that in say 30 years time, nobody will even blink when you will have some gene adjustments dome in order to

have a healthier life. It will be much the same as knee surgery right now.

5. The line between natural and artificial body parts blurs

Science is learning how to rebuild the human body in a natural way. It is a bit like cosmetic surgery. On the one hand you can overcome a problem, but you can also craft yourself to the person you would like to be. Is this artificial or

is it helping nature? I tend to think the first, but it is debatable.

6. Social and cultural factors may be an important catalyst

Parents want to have the best for their kids. They will do everything for them. If for example genetic enhancements can help their kids, some of them will be inclined to go all the way. It really is not something of the future.

We all know there are clinics where by using PGD you can choose the sex of your child. But there is more...if you want your baby to have some specific physical traits, the knowledge to do this already exists. Of course it is not allowed, but I am sure there are ways to go around this.

Don't be surprised if the first genetically enhanced persons already exist. If you have the money and you want your kid to be an elite (bionic)athlete, you will be able to arrange certain traits. Simultaneously, if you are poor and live in an underdeveloped country, you might be open for genetic tinkering with your (born or unborn) baby in return for money. I know this is all a bit farfetched, but both you and I are probably not prepared to bet on it not happening.

Source: Sporttomorrow.com



Hamid Mosaedian

Mountain Medicine Makes the Thrill of the Climb Safer

Hamid Mosaedian was born in Tehran in 1966. He studied biomedical engineering before graduating from Shahid Beheshti with a medical degree in 2000.

What prompted you to pursue mountain medicine?

I joined the college mountaineering team as a student because of my fascination with mountain climbing. I was later in charge of the climbing committee before becoming a member of the public relations and the mountain medicine committees. In 2001, I accompanied the national mountaineering team as the team physician to Makalu, the fifth highest summit in the world. This was followed by further productive collaborations with the Federation of Sports Medicine.

How does Iran's mountain medicine compare to other countries?

Our mountain medicine leads the Middle East, and we have relatively equal performance to European countries although their output may seem superior to ours as their rescue and relief and medical equipment minimizes casualties.

What are your main accomplishments in the field of mountain medicine?

I have authored 2 books and over 16 international papers and contributed to sports medicine research carried out by students and physicians. I compiled

a book about proper treatment for frostbite, which would lead to amputations until recently. I have been cooperating with IRIB Radio Salamat (Health Radio) and IRIB Varzesh (Sports Channel) as an expert contributing to scientific topics since 2001.



What sort of training programs have there been for high altitude safety?

We offer two-year high altitude and wilderness medicine training and regularly organize mountain medicine refresher courses. First aid qualifications were made compulsory for climbing instructors to ensure proper response to accidents. Training is also offered for search and rescue missions in challenging areas like walls and some instructors have been sent overseas for technical avalanche rescue training.

Do you have any memories of some rescue and relief missions that you were involved with?

A climber's GoPro camera accidentally recorded one of the saddest sport incidents in Dizin ski resort in which eight people died. The footage was displayed at international sports festivals in the UK and Canada, highlighting the importance of weather forecasts, safety and equipment and researching the intended route.



In another tragic accident in 2017, an avalanche claimed the lives of 9 climbers on Oshtoran kuh, one of the most technically challenging mountains in Iran where climbers have to deal with rocks and ice.

A team announced that they would be leading a large group of hikers to a peak with a leader who had previously ascended Manaslu in Nepal at the height of 8136 m. Underestimating the 3830 m summit, the leader who didn't have an accurate route map took the hikers straight into the area where an avalanche had happened 11 years before.

What are you currently working on? What plans do you have for the future?



Public sector restrictions prompted me and my late friend Dr. Saeid Baharloo to establish a nongovernmental organization called the Mountain Medicine Association. We responded to the need for seasoned instructors in all these areas to deliver training through the private sector and we have some mountaineer physicians supporting those who require help.

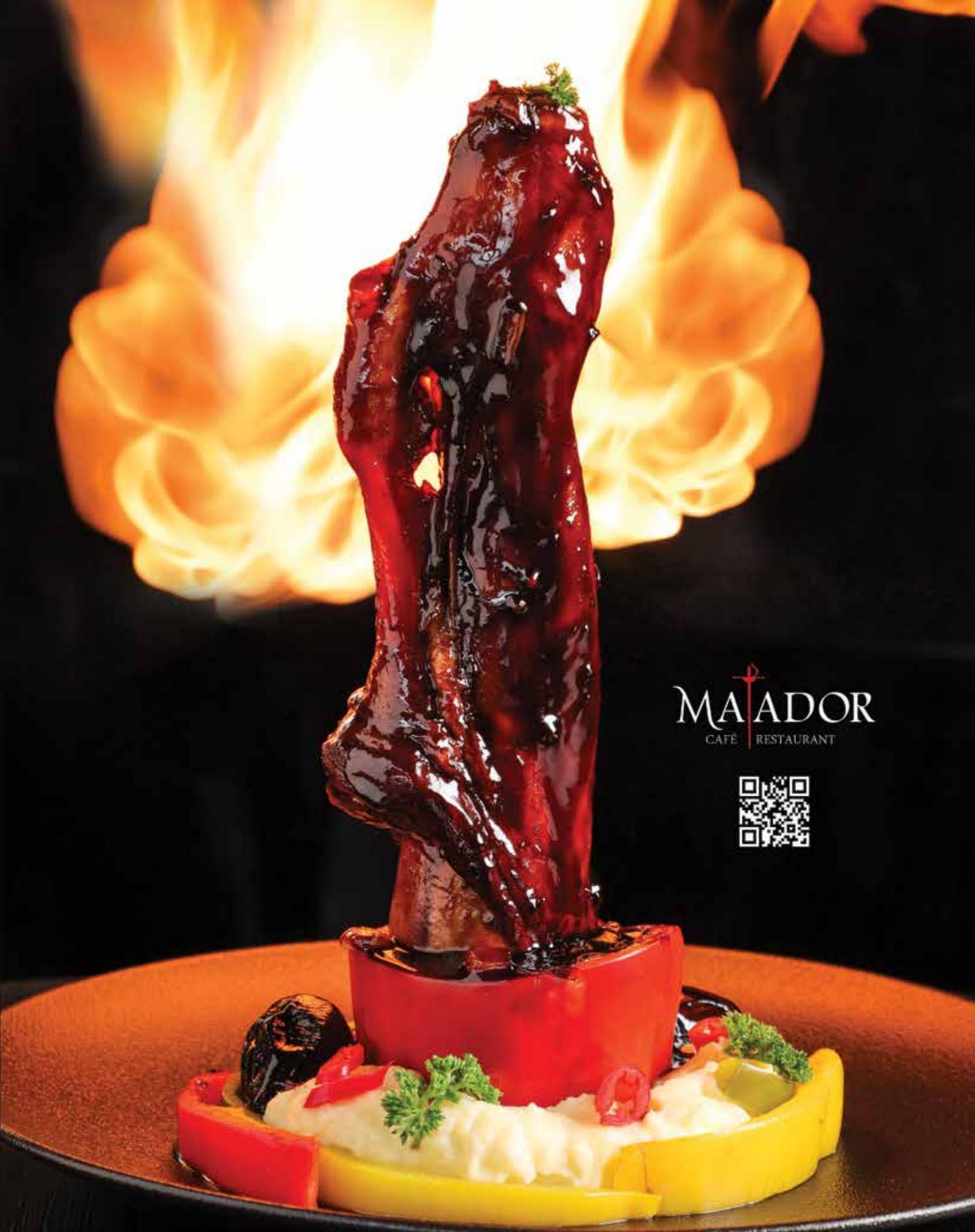
At our reputable mountain medical center, we offer a full range of treatments in physiotherapy, cardiology, internal medicine, nutrition and psychology. I compiled the mountain medicine reference book, and now I am focusing on wilderness medicine to develop safety through prevention, treatment and after incident care. We are enhancing safety development through training and starting rescue and relief teams in other



fields like canyoning, ski mountaineering, and caving, where fatalities are high. We are responsible for Darbandsar resort emergency department working with skier physicians like dr. Bastampour.

What are your aspirations in the field of mountain medicine?

We are trying to further collaborations between agencies in mountain medicine and outdoor sports and facilitate attendance in international sport medicine conferences and organization of seminars. Our other goals are awareness raising and upgrading the clinic equipment so that we can deliver better service to athletes.



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