

22-24 Oct 2024

CE & DT SHOW

International Exhibition of
Consumer Electronics
and
Digital Transformation

Grand mosalla

Organizer: Mehrmass co.





Consumer Electronics and Digital Transformation



From smartphones and smart TVs to fitness trackers and toaster ovens, consumer electronics encompass all the tech gadgets designed to simplify and enhance our everyday lives.

Pioneering advancements in consumer tech are unveiled at Consumer Electronics and Digital Transformation, offering a glimpse into a future that might seem unimaginable today.

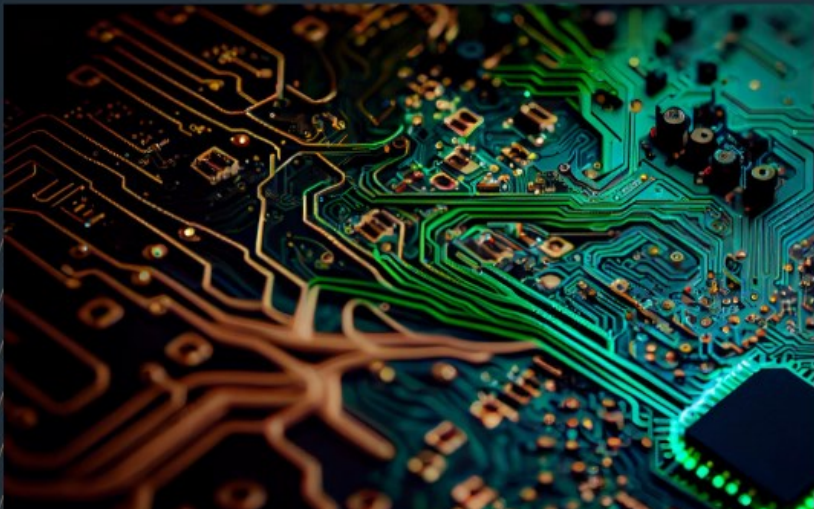


Mehrmas Co.

International Exhibition of Consumer Electronics and Digital Transformation



1st International Exhibition of Consumer Electronics and Digital Transformation in Iran is the proving ground for breakthrough technologies and global innovators. This is where brands get business done, meet new partners and where the industry's sharpest minds take the stage to unveil their latest releases and boldest breakthroughs.



Iran's market

While there are logistical considerations due to sanctions, the potential rewards of showcasing your innovative products in Iran are significant. A well-planned trade show presence can open doors to a new and thriving market eager for the latest advancements in digital technology.

\$2.837B

Mobile phone

\$328M

computer and related
equipment

Imports from March 2023 to March 2024

Major Players in Iran's Digital Device Imports:

- **East Asia:** China, Taiwan, and South Korea are major exporters of digital devices globally, and Iran is no exception. These countries supply a wide range of electronics, from smartphones and laptops to consumer electronics.
- **Europe:** Despite sanctions, European countries like Germany, Italy, Switzerland, Netherlands, and Austria remain significant exporters to Iran. Their reputation for quality and technological advancement makes them popular choices for Iranian consumers.
- **The Middle East:** Turkey and the UAE (United Arab Emirates) are well-positioned to serve the Iranian market due to their geographical proximity and established trade links. They often act as re-export hubs for other countries' digital devices.



Why participate

Be Seen, Be Heard: These shows are a massive platform to showcase your latest creations. Thousands of potential customers, media representatives, and industry influencers gather under one roof, offering an unmatched opportunity to grab attention and generate buzz.

Get Customer Feedback: Direct interaction with potential buyers is invaluable. Shows provide a chance to demo your products, gauge audience interest, and gather valuable feedback that can be used to refine your offerings before a wider launch

Forge Strategic Partnerships: These events are a breeding ground for collaboration. Network with potential partners, distributors, and investors who can help propel your product or service to a wider market.

Stay Ahead of the Curve: Immerse yourself in the latest trends and innovations. Consumer technology shows showcase the cutting edge of what the industry is developing, allowing you to stay informed and adapt your strategies to keep pace with the ever-evolving landscape.

Build Brand Identity: Participation in a major consumer technology show positions your company as a thought leader and innovator. The positive media coverage and industry recognition can significantly enhance your brand image and credibility.



Why visit

Be the First to See Cutting-Edge Tech: Witness groundbreaking innovations firsthand. From mind-blowing smart home features to next-generation gaming consoles, **The show** allows you to get hands-on with the technology that will shape tomorrow.

Shape Your Future Choices: Get a sense of what's coming down the pipeline. Seeing these advancements in person allows you to make informed decisions about future purchases and understand how technology might impact your daily life.

A Festival of Tech Fun: There are interactive exhibits, demos, and even virtual reality experiences that will ignite your imagination and leave you with a sense of wonder.

Network with Tech Mavens: Rub shoulders with industry leaders, tech enthusiasts, and fellow early adopters. **The show** is a breeding ground for discussions and connections – a perfect chance to learn about the latest trends and share your own tech excitement.

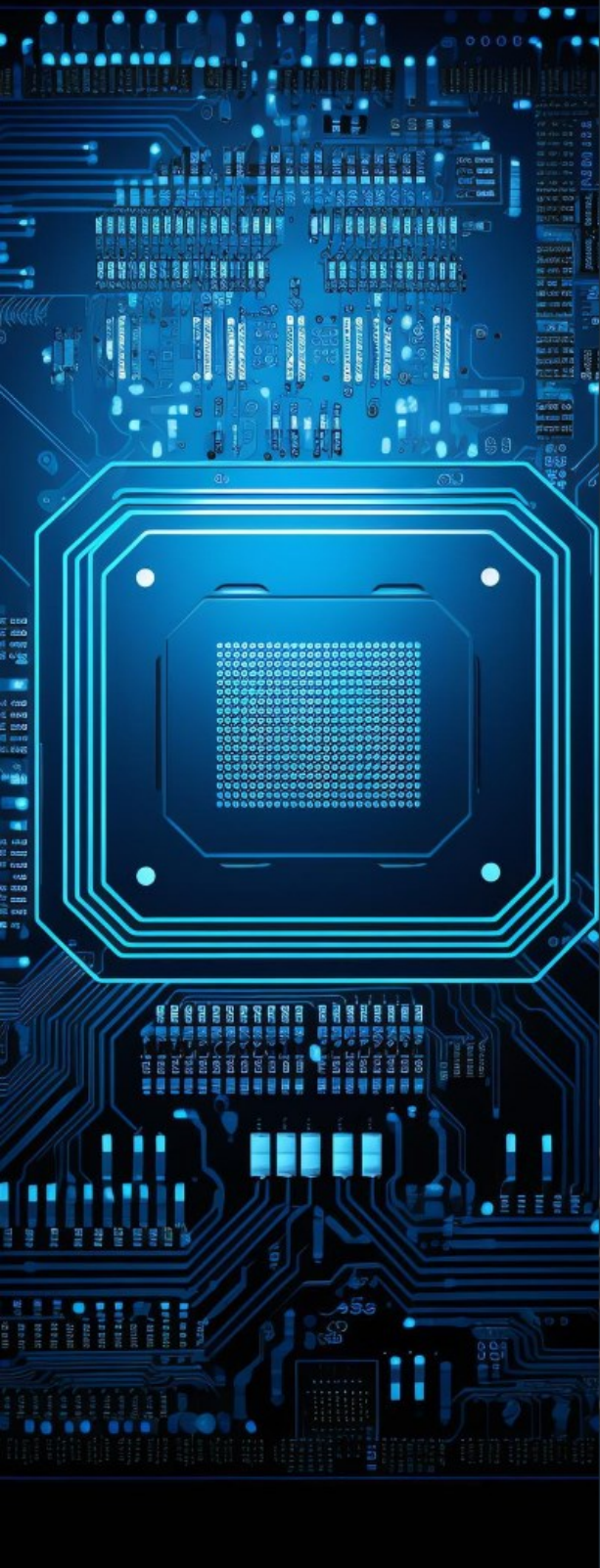
Spark Your Creativity: Be inspired by the possibilities. The Exhibition showcases the potential of technology to solve problems, improve efficiency, and enhance our lives. It can spark new ideas and ignite your own creative spark.



Product group

- **Empowering Life:** Fitness & Wearables, Digital Health, Wellness Technologies, Smart Home & Appliances.
- **Connected Revolution:** 5G, Cloud Computing/Data, Mobile Hardware & Accessories, IoT/Sensors.
- **Learning & Beyond:** Education, Accessibility, Privacy, Marketing & Advertising.
- **Financial Frontiers:** Fintech, Digital Currency/Cryptocurrency, Investing, Sourcing & Manufacturing.





Product group

- **Immersive Playground:** AR/VR/XR, Entertainment & Content, Gaming & E-sports, Video Technologies.
- **Beyond the Horizon:** Space Technology, Drones, Quantum Computing.
- **Sustainable Solutions:** Energy/Power, Sustainability, High-Tech Retailing/E-Commerce, Travel & Tourism.
- **Tech for Every Corner:** Car Audio, Home Entertainment Hardware, Home Office Hardware, Vehicle Tech.

Venue: Tehran Grand Mosalla



The Grand Mosalla of Tehran is used for cultural, political, educational activities, including book fairs and exhibitions.

Address: Imam Khomeyni Musalla / Tehran Province, Tehran,
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