

BUSINESS OPPORTUNITIES IN THE IRANIAN MARKET

SESSION TWO

Henry Smith, Associate Director

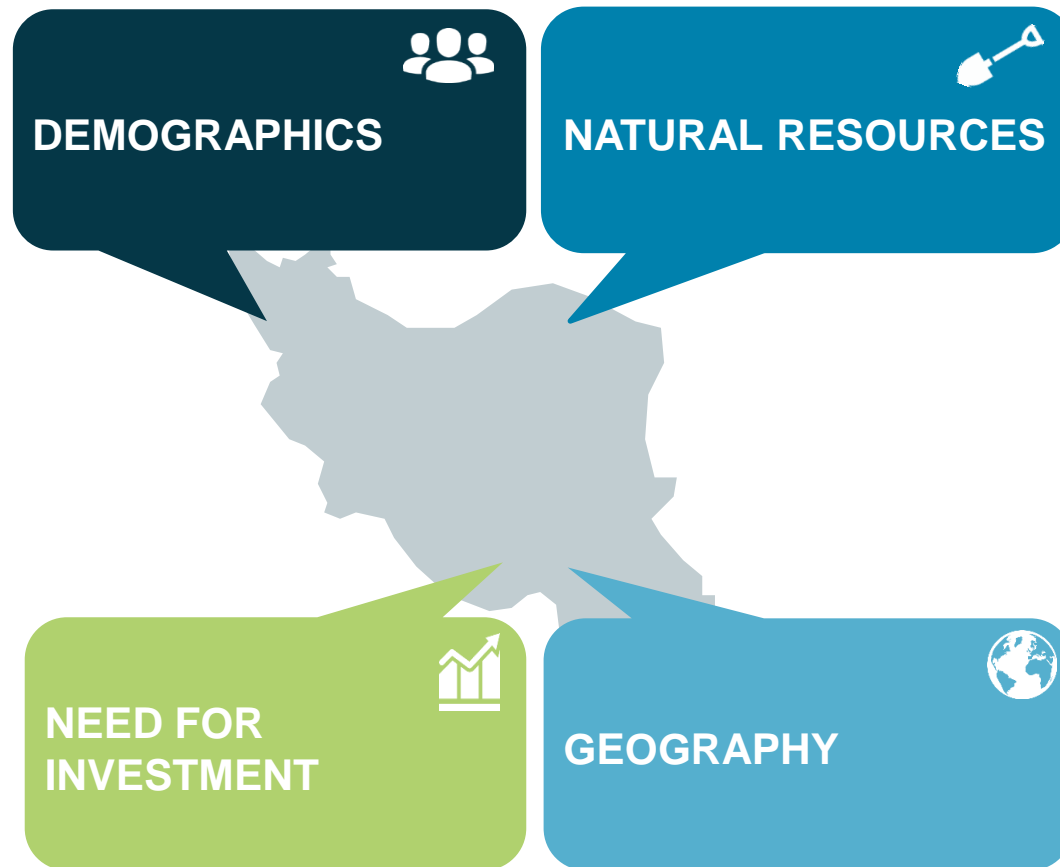
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■ Where are the opportunities?



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Where are the opportunities?



engineering and
construction



consumer
goods



private
equity



financial
services



insurance



professional
services



pharmaceuticals
and healthcare



manufacturing



oil and gas



mining



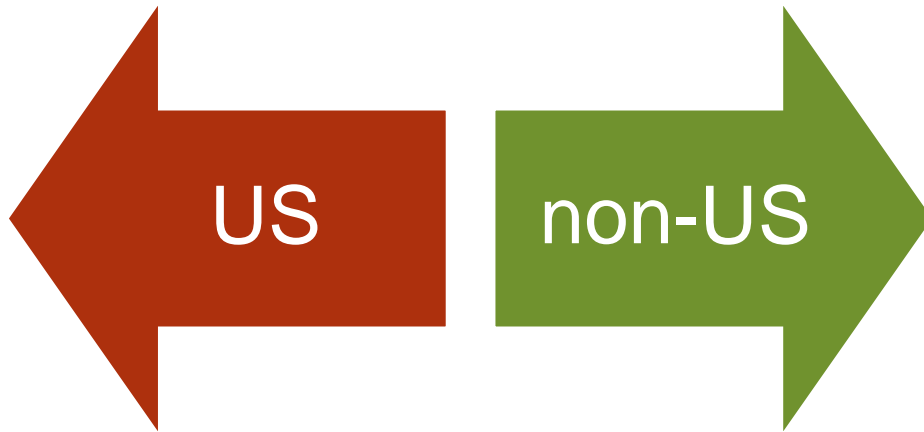
transport and
civil aviation



automotive

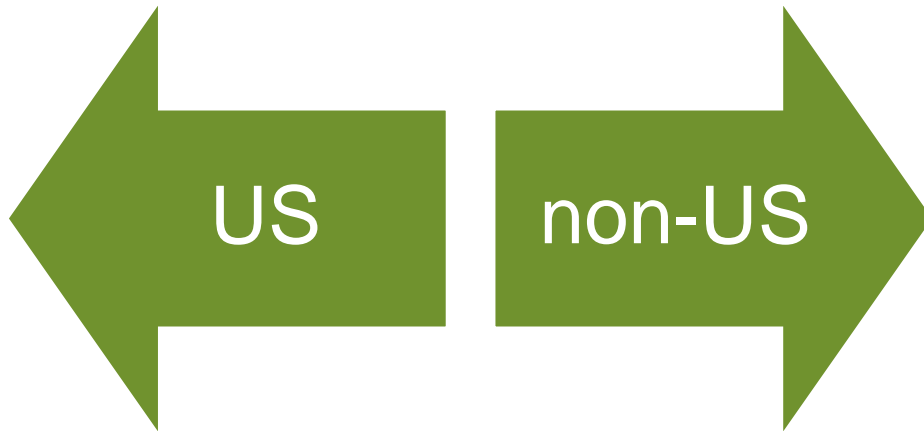
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- Will US business come to Iran?

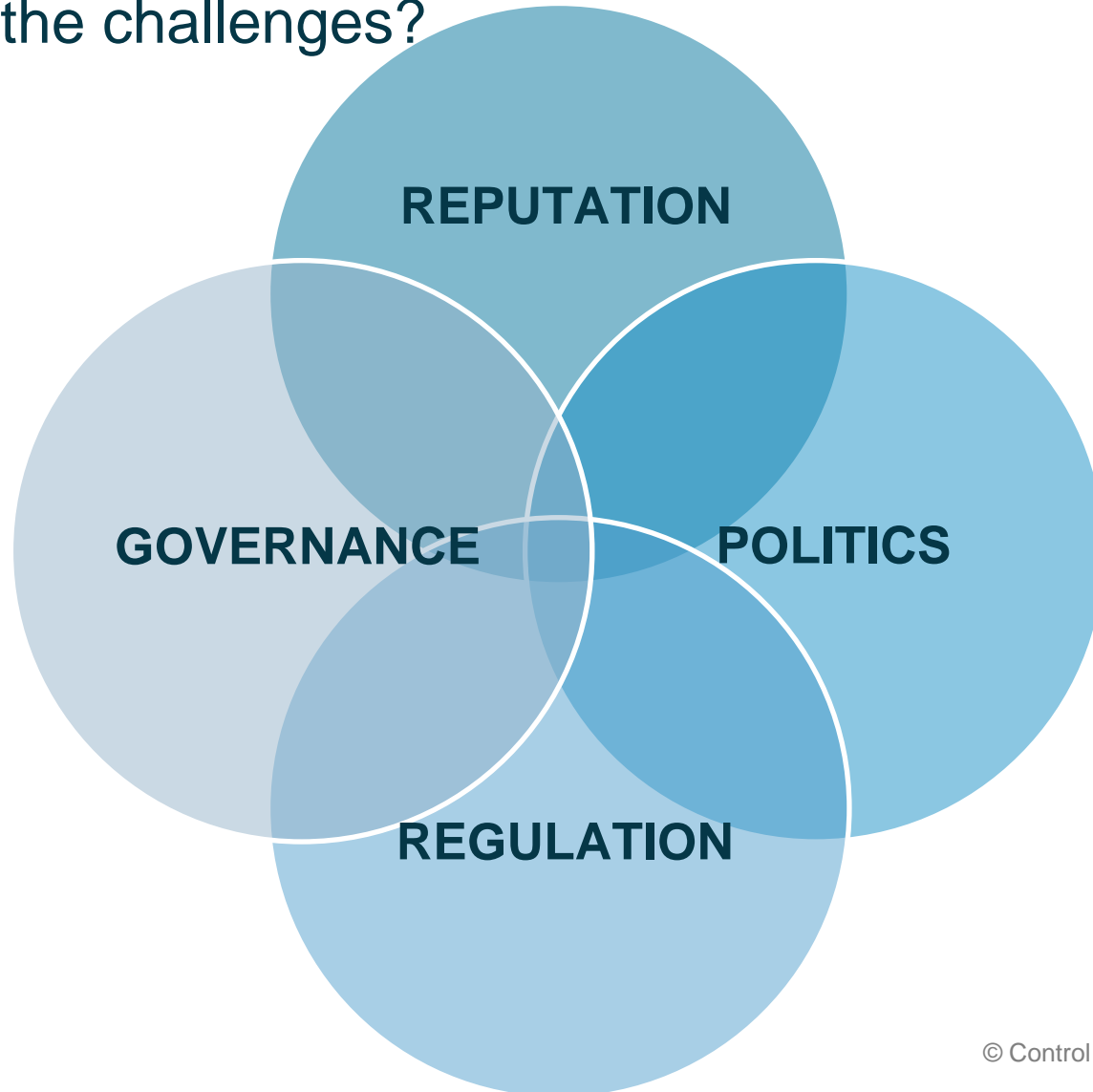


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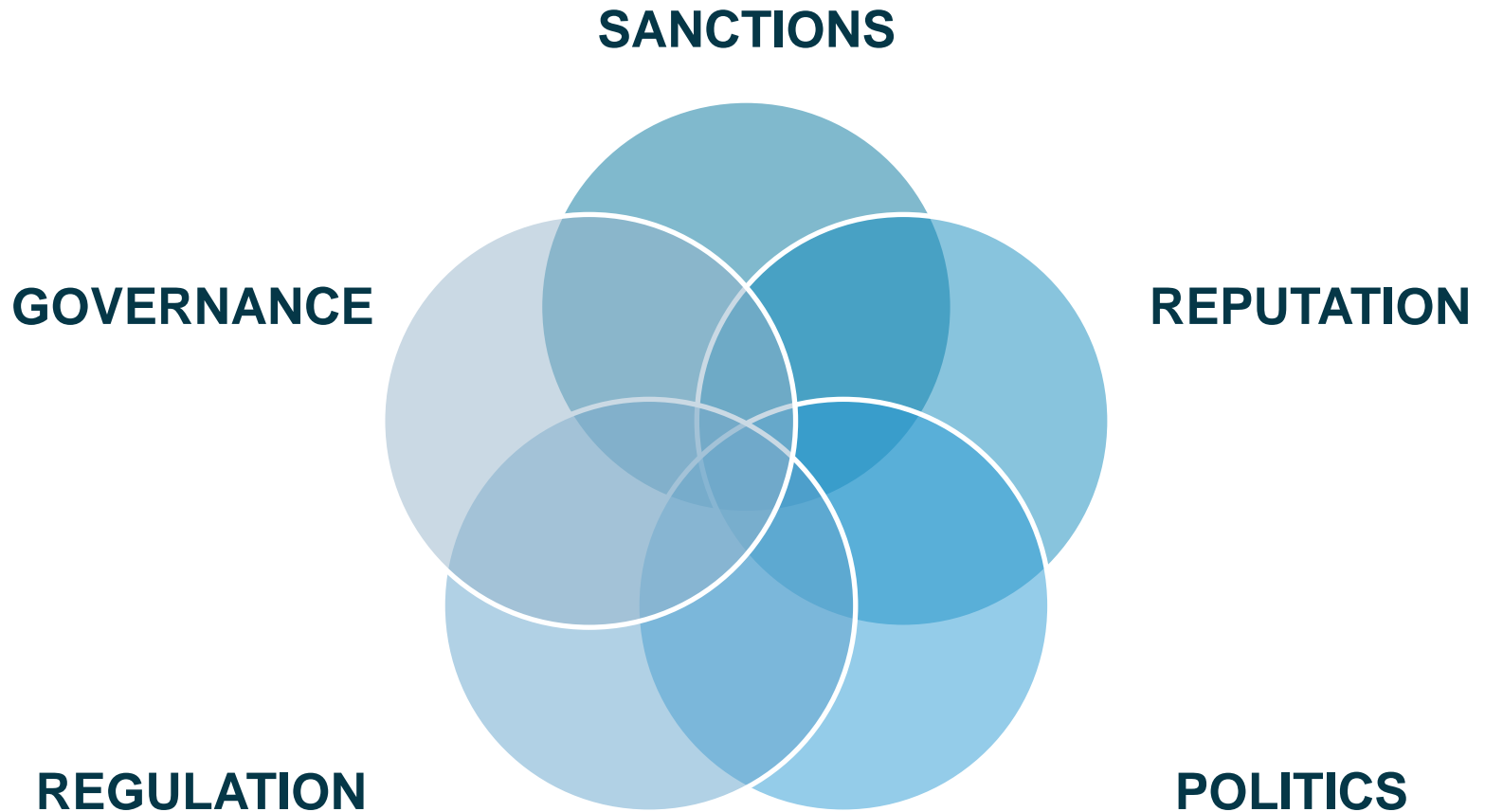
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■ What are the challenges?



■ What are the challenges?



Will Iran be different?

“All our new markets require legal advice, due diligence into partners and due diligence into the investment environment. Iran isn’t different to anywhere else.”

- The political system, and its business connections, are unique.
- The accessibility of the market for business depends on a political treaty.
- International financial institutions have a serious de-risking agenda.



Market entry: is Iran different?

- Agents and middle-men are everywhere.
- Corporate governance has decreased.
- Expectations are raised. Local content is going to be more of a necessity.

“We were working in Iran until 2011 and we have a good agent. We are familiar with the market. What else do we need to know?”



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