



Pars Exir Sepand
International Commercial Co.
Your Majic Hand

DISAM

Ornamental Flowers Greenhouse Complex
Joint Venture Proposal
September 2023

We would like to offer you a stylish and reasonable presentation that will help you to promote your business





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01

Introduction

Learn about Pars Exir, a commercial agriculture company.



1. Exir Sanat
2. Profile
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Parent Holding: Exir Sanat



Persian Exir Co. is one of the companies of **Exir Sanat holding** that operates in various sectors, such as petrochemical, investment, greenhouses, construction and EPC. Here is a brief introduction of each sector:

- **Petrochemical:** Exir Sanat holding owns and manages several petrochemical plants that produce and export different products, such as ethylene, propylene, polyethylene, polypropylene, methanol, ammonia, urea, and melamine. It also provides engineering, procurement, and construction services for petrochemical projects. Some of its subsidiaries in this sector are Exir Petrochemical Co., Exir Chemical Co., Exir Fertilizer Co., and Exir Engineering Co.
- **Construction:** Exir Sanat holding undertakes various construction projects, such as residential, hospital, commercial, industrial, and infrastructural buildings. It offers design, execution, supervision, and maintenance services for its clients. It also adheres to the highest standards of quality, safety, and sustainability.
- **EPC:** Exir Sanat holding provides EPC (Engineering, Procurement, and Construction) services for different sectors, such as oil and gas, power generation, water treatment, renewable energy, and environmental protection. It delivers turnkey solutions that meet the needs and expectations of its customers. It also employs experienced and qualified engineers, managers, and technicians.
- **Investment:** Exir Sanat holding invests in various fields, such as energy, mining, agriculture, industry, and technology. It aims to create value and generate income for its shareholders and stakeholders. It also supports innovation and entrepreneurship by providing financial and technical assistance to startups and SMEs.
- **Greenhouses:** Exir Sanat holding develops and operates modern greenhouses that produce high-quality and organic fruits. It uses advanced technologies and methods, such as hydroponics, aeroponics, vertical farming, and smart irrigation. It also exports its products to regional and international markets. Some of its subsidiaries in this sector are **Anzali and Disam (Siahkal) Greenhouses**.

The Profile

Pars Exir Co. is a company that specializes in commercial agriculture and smart farming. It operates in Iran and engages in international trade and Sharing and exchange knowledge and data.

Here are some of the activities and services that Pars Exir Co. offers:

- **Greenhouse construction:** Pars Exir Co. designs, builds, and installs greenhouses for various crops and climates. It uses high-quality materials and equipment to ensure durability and performance. It also offers maintenance and repair services for greenhouses. Anzali and Esam projects, covering over 50 hectares, are under construction by Pars Exir Co.
- **Shading and Anti-Hail systems:** Pars Exir Co. supplies and installs shading and anti-hail systems for greenhouses and outdoor farms. It uses different types of fabrics and structures to control the amount and quality of light that reaches the plants and protect the plants from hail effectively. It also adjusts the shading and anti-hail systems according to the weather and season.
- **Fertilizer, Poisons, and Pest Control Products:** Pars Exir Co. provides a wide range of products for enhancing the growth and health of plants. It sells fertilizers, pesticides, herbicides, fungicides, and other chemicals that are suitable for different crops and soils. It also follows the safety and environmental standards for using these products.
- **Smart Agriculture:** Pars Exir Co. uses modern technologies and methods to improve the efficiency and quality of agricultural production under brand **Pexis**. It applies techniques such as precision irrigation, soil monitoring, crop management, and data analysis. It also provides training and consultancy for farmers and agribusinesses.

Greenhouse Project Management



Pars Exir Co. can manage establishing greenhouses from zero to infinity, which means from the initial planning to the final operation and maintenance. Here are some of the steps that Pars Exir follows to establish greenhouses:

- **Planning:** Pars Exir conducts a feasibility study and a market analysis to determine the best location, size, design, and type of greenhouse for the desired crop and climate. It also prepares a budget, a timeline, and a risk assessment for the project.
- **Procurement:** Pars Exir sources and purchases the materials and equipment needed for the greenhouse construction, such as steel, glass, plastic, pipes, pumps, fans, heaters, sensors, controllers, shading fabrics, anti-hail systems etc. It also selects and hires the contractors and workers for the project.
- **Construction:** Pars Exir oversees and supervises the construction of the greenhouse according to the design and specifications. It also ensures that the quality, safety, and environmental standards are met during the process. It also tests and verifies the functionality and performance of the greenhouse systems and components.
- **Operation:** Pars Exir provides training and consultancy for the greenhouse operators and managers on how to use and optimize the greenhouse systems and technologies. It also monitors and analyzes the data collected by the sensors and controllers to improve the efficiency and quality of the crop production.
- **Maintenance:** Pars Exir offers maintenance and repair services for the greenhouse systems and components. It also provides updates and upgrades for the greenhouse technologies and methods. It also responds to any issues or problems that may arise during the greenhouse operation.

Anzali Greenhouse Complex

Total Area: 43 hectares

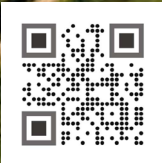
Green house: 9.6 hectares

Shading area: 7 hectares

Open field: 15 hectares

Residential Area: 3 hectares

Location: Anzali - North of Iran



02

Objective of Partnership

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1. ParsExir: ready to join!
2. Advantages
3. Why Iran?
4. Why Gilan?
5. Why DISAM?

Ready to Join!

Pars Exir Co. is interested in partnering with an European ornamental flowers company to explore various opportunities, such as:

- **Investing:** *Pars Exir Co. welcomes any investment opportunities from the partnership with the European company. It can join them in projects, R&D, innovation, or social responsibility.*
- **Licensing:** *Pars Exir Co. can obtain the rights to produce and sell the ornamental flowers of the European company in Iran or other markets. It can also grant the rights to the European company to use its technologies and methods for smart farming.*
- **Knowledge sharing:** *Pars Exir Co. can exchange information and expertise with the European company on topics such as greenhouse construction, shading systems, fertilizer, poisons, pest control, and anti-hail solutions. It can also learn from the European company about the cultivation, processing, and marketing of ornamental flowers.*
- **Import-Export:** *Pars Exir Co. can import ornamental flowers from the European company and distribute them in Iran or other markets. It can also export its own products, such as fruits, vegetables, herbs, or medicinal plants, to the European company or its customers.*
- **Representative:** *Pars Exir Co. can act as a representative or agent of the European company in Iran or other markets. It can provide services such as market research, customer service, logistics, legal support, and quality control for the European company and its products.*

Pars Exir Co. believes that partnering with an European ornamental flowers company can bring mutual benefits and synergies for both parties. It can also contribute to the development and growth of the commercial agriculture and smart farming sectors in both regions.

Advantages

***Strategic Joint Ventures:** Recognizing the vast potential for orchid and anthurium cultivation, Pars Exir Co. is actively seeking suitable partners for joint ventures. This strategic approach ensures that the venture benefits from diverse expertise and resources, driving growth and success.*

joint venturing with Pars Exir for expanding atrium and orchid cultivation presents a range of strategic benefits for the other company. These advantages encompass shared expertise, reduced costs, expanded market reach, and the potential for innovation, ultimately positioning both companies for growth in the dynamic ornamental plant industry.



Diverse Plant Portfolio: Pars Exir, as an established Iranian company, brings a diverse range of plant species and varieties that can complement the other company's existing offerings. This expanded portfolio can cater to a wider customer base with varied preferences.



Unique Climate Expertise: Iran's diverse climate zones offer unique conditions for cultivating different plant species. Collaborating with Pars Exir allows the Dutch company to tap into this climate expertise, enabling the cultivation of plants that may be challenging to grow in the Netherlands.



Cost Efficiency: Iran's lower production costs, including labor and operational expenses, can lead to cost-effective cultivation. Joint venturing with Pars Exir enables the Dutch company to benefit from these cost efficiencies, enhancing overall profitability.



Geographical Diversity: A partnership with Pars Exir provides access to Iranian markets and neighboring regions, allowing the other company to expand its geographical reach and tap into new customer bases that may have different demands.



Market Knowledge: Pars Exir's understanding of the local market dynamics, consumer preferences, and regulations can provide valuable insights to the other company. This knowledge can guide the development of products that resonate with the target audience.



Shared Research and Innovation: Collaborative research and development efforts can lead to innovative cultivation techniques, hybridization programs, and sustainable practices. Both companies can leverage their combined expertise to drive continuous improvement.



Risk Sharing: Joint ventures distribute risks between partners. By collaborating with Pars Exir, the other company can share the challenges and uncertainties associated with market expansion, making the venture less risky.



Cultural Sensitivity: Pars Exir's local presence and cultural familiarity can help navigate cultural nuances and business practices in Iran. This can be particularly advantageous in building relationships and partnerships within the region.



Access to Resources: The joint venture can provide access to Pars Exir's existing infrastructure, facilities, and distribution networks. This can accelerate the other company's market entry and expansion efforts.



Mitigated Barriers: The partnership can help navigate potential challenges such as regulatory requirements, language barriers, and bureaucratic processes that can be encountered when entering a new market.



Long-Term Growth Potential: Collaborating with Pars Exir isn't just about immediate gains. The joint venture can foster long-term growth opportunities through knowledge exchange, skill development, and joint strategic planning.

Iran's Flourishing Role in the Global Ornamental Flowers Business: From Cultivation to Distribution



Iran, a country renowned for its rich history, diverse culture, and breathtaking landscapes, has emerged as an unexpected yet strategic player in the ornamental flowers industry. While traditionally known for its oil resources and historical landmarks, Iran's favorable climate, geographical location, and growing expertise have positioned it as an agricultural powerhouse in the realm of ornamental flowers. This article explores how Iran has developed into a key player in the ornamental flowers business, from agricultural cultivation to becoming a distribution hub for these delicate blooms.

From its diverse climate zones and agricultural expertise to its strategic location and growing commercial viability, Iran has successfully positioned itself as a significant player in the global ornamental flowers business. With a commitment to sustainable practices, investment in infrastructure, and a keen eye on market trends, Iran's flourishing journey in the ornamental flower industry shows great promise for a vibrant future as both a cultivator and distributor of these delicate and beautiful blooms.

Agricultural Advantages:



Diverse Climate Zones: Iran's unique geographical features allow for the cultivation of a wide variety of ornamental flowers. With diverse climate zones ranging from temperate to subtropical, the country can produce flowers that thrive in various conditions.

Abundant Sunlight: The ample sunlight throughout the year supports robust flower growth, ensuring vibrant colors and strong stems.

Water Resources: Despite its arid regions, Iran possesses several water bodies, including rivers and lakes, which facilitate irrigation for flower cultivation.

Cultivation Process



- **Expertise in Floriculture:** Iran has invested in developing expertise in floriculture, including modern cultivation techniques, pest control, and breeding programs to produce high-quality ornamental flowers.
- **Variety of Flowers:** Iran cultivates a broad spectrum of ornamental flowers, including roses, tulips, lilies, chrysanthemums, and more, meeting the demands of global markets.
- **Sustainable Practices:** In recent years, Iran has increasingly adopted sustainable agricultural practices, including organic farming and efficient water management, to ensure both the quality of flowers and the longevity of its ornamental flower industry.

Commercial Significance



- **Global Exporter:** Iran's strategic location at the crossroads of Europe, Asia, and the Middle East makes it an ideal gateway for exporting ornamental flowers to various international markets.
- **Competitive Pricing:** The relatively lower production costs in Iran compared to some other flower-producing countries allow for competitive pricing, attracting international buyers.
- **Growing Demand:** The global demand for ornamental flowers for occasions such as weddings, festivals, and decorations has steadily increased. Iran's capacity to supply diverse flower types makes it an attractive source for meeting this demand.
- **Technology Adoption:** The ornamental flower industry could benefit from increased technology adoption, including advanced greenhouse techniques and post-harvest processing methods.
- **Brand Building:** Establishing a distinct international brand for ornamental flowers could enhance market recognition and increase the value in international markets.

Gilan

Gilan Province's combination of climate, soil, infrastructure, and local expertise positions it as an ideal location for cultivating orchids and anthuriums. These advantages, along with the potential for market access and innovation, make Gilan a promising region for the horticultural production of these sought-after ornamental flowers.



Climatic Suitability: Gilan Province enjoys a mild, humid, and subtropical climate, which closely mimics the natural habitat of many orchid and anthurium species. This climate provides ideal conditions for year-round cultivation.

Stable Temperature Range: The region experiences relatively stable temperatures throughout the year, with minimal temperature fluctuations. This consistency is crucial for the successful growth of both orchids and anthuriums.

Abundant Rainfall: Gilan Province is known for its abundant rainfall, especially during the wet season. This consistent water supply reduces the need for excessive irrigation, making it an eco-friendly choice for cultivation.

Rich Soil Quality: The province's fertile soils are well-suited for growing orchids and anthuriums. These plants often require specific soil conditions, and Gilan's soil composition can support their nutrient needs.



Natural Shade: Orchids and anthuriums thrive in filtered or dappled light rather than direct sunlight. Gilan's natural canopy of lush vegetation provides the perfect amount of shade for these shade-loving plants.

Biodiversity: The region's diverse ecosystem and plant life can serve as a natural buffer against pests and diseases that may affect orchids and anthuriums.

Proximity to Transportation: Gilan Province's proximity to major transportation hubs, including the port city of Bandar Anzali, facilitates the efficient distribution of cultivated orchids and anthuriums both within Iran and internationally.

Availability of Skilled Labor: The province benefits from a skilled agricultural workforce with experience in flower cultivation. This pool of skilled labor can contribute to the success of orchid and anthurium production.



Market Access: Gilan's location along the Caspian Sea and its proximity to major cities like Tehran and Tabriz provides easy access to domestic and international markets, enhancing the commercial viability of orchid and anthurium cultivation.

Government Support: The Iranian government has shown interest in promoting non-oil sectors, including horticulture. Gilan Province may benefit from government incentives and support for agricultural development.

Tourism Potential: The natural beauty of Gilan Province, combined with the cultivation of exotic orchids and anthuriums, can potentially attract tourists interested in horticulture and eco-tourism, diversifying income streams.

Local Demand: The province's population and the surrounding region provide a local market for orchids and anthuriums, ensuring steady demand in addition to export opportunities.



Research and Innovation: Gilan's universities and research institutions can collaborate with growers to develop innovative cultivation techniques and new orchid and anthurium varieties suited to the local climate.

Cultural Appreciation: Orchids and anthuriums hold cultural significance in many Iranian traditions and celebrations. Cultivating these flowers in Gilan aligns with local cultural preferences.

Sustainability: The province's commitment to sustainable agriculture aligns with the eco-friendly cultivation practices often associated with orchids and anthuriums, making it an ideal location for environmentally conscious production.

DISAM Greenhouse: Pioneering Orchids and Anthuriums Cultivation in Gilan Province, Iran

Nestled in the heart of the picturesque Gilan Province in Iran lies a horticultural gem, the DISAM Greenhouse—a sprawling facility spanning almost 7 hectares of fertile land. This ambitious project represents a beacon of innovation and opportunity, poised to revolutionize the cultivation of orchids and anthuriums in the region. DISAM Greenhouse stands ready to invest, construct, and equip itself with cutting-edge knowledge, technology, and other essential requirements to foster the growth of these exquisite ornamental flowers.



Access to a New Market: Partnering with Pars Exir Co. provides with entry into a market with growth potential for orchids and anthuriums. This move can help diversify their market presence.

Leverage Local Expertise: Your local knowledge and understanding of the Iranian market, including consumer preferences and regulatory requirements, can be invaluable for the European company's successful entry and operation.

Sustainability: The province's commitment to sustainable agriculture aligns with the eco-friendly cultivation practices often associated with orchids and anthuriums, making it an ideal location for environmentally conscious production.

DISAM - Siahkal

the cultivation of orchids and anthuriums in Siahkal, Gilan, Iran, offers European companies a compelling opportunity to access a favorable climate, diverse markets, and cost-effective production while aligning with sustainability goals and fostering innovation. This venture holds significant potential for mutual benefit and growth.



Ready to Go!

Pars Exir Co. emerges as a visionary force, ready to embark on an exciting journey in collaboration with the right partners. Pars Exir Co. is poised to plan, invest, and skillfully manage the establishment of cutting-edge greenhouses for the cultivation of orchids and anthuriums, presenting a compelling opportunity for strategic joint ventures.



A Commitment to Excellence: Pars Exir Co. is driven by a relentless commitment to excellence in horticulture. With years of experience and a proven track record, the company is synonymous with innovation, precision, and the relentless pursuit of perfection in ornamental flower cultivation.

Greenhouse Expertise: Pars Exir Co. understands that the heart of any successful plant cultivation venture lies in state-of-the-art greenhouse technology. The company's expertise in greenhouse design and management ensures the ideal microclimate for these exquisite flowers.

Innovative Cultivation Practices: Pars Exir Co. continuously explores and adopts innovative cultivation practices that optimize resource efficiency and minimize environmental impact. Sustainability is at the core of their operations, aligning with global demands for responsible business practices.

A Partnership Opportunity

For companies seeking to expand their presence in the lucrative ornamental flower market, Pars Exir Co. offers an attractive partnership opportunity. Here's what partnering with Pars Exir Co. can bring to the table:

- 1. Access to Expertise:** Collaborate with a company that has a deep understanding of greenhouse management and care.
- 2. Cost-Efficient Expansion:** Joint ventures with Pars Exir Co. allow partners to enter the ornamental flower market without substantial upfront investments in infrastructure and technology.
- 3. Market Diversity:** Tap into the growing demand for orchids and anthuriums both within Iran and in international markets, diversifying your product portfolio.
- 4. Resource Optimization:** Benefit from Pars Exir Co.'s sustainable practices and eco-friendly cultivation techniques, which contribute to responsible resource management.
- 5. Market Insights:** Leverage Pars Exir Co.'s market insights and knowledge of local and international consumer preferences to tailor products that resonate with your target audience.
- 6. Innovation and Growth:** Collaborate on research and development initiatives, fostering innovation and the development of new varieties to meet market trends.
- 7. Risk Mitigation:** Share operational and market risks with Pars Exir Co., reducing your exposure to unforeseen challenges.
- 8. Cultural Sensitivity:** Pars Exir Co.'s understanding of local customs and business practices in Iran can facilitate smoother market entry and operations.

03

Partnership Structure

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Partnership Models

In the context of establishing a successful joint venture for orchid and anthurium cultivation, several types of partnership models are considerable:



Equity Joint Venture: In an equity joint venture, both partners invest capital and share ownership in the new entity. This structure allows for shared decision-making, risk, and profit-sharing. It's a true partnership where both parties have a direct stake in the venture's success.



Contractual Joint Venture: A contractual joint venture is a partnership based on a legally binding contract that outlines the terms, responsibilities, and obligations of each party. This approach allows for flexibility in defining roles and contributions without necessarily involving shared ownership.



Technology Transfer Joint Venture: In this type of joint venture, one partner brings advanced greenhouse technology, cultivation techniques, or know-how to the project, while the other provides local expertise, land, and labor. This model leverages technology transfer for mutual benefit.



Market Access Joint Venture: A market access joint venture focuses on leveraging one partner's access to specific markets, distribution channels, or customer networks. This can be valuable when targeting specific regions or customer segments.



Research and Development (R&D) Joint Venture: Collaboration in research and development can lead to the creation of new orchid and anthurium varieties, improved cultivation techniques, and innovative products. This type of joint venture can foster long-term growth and product differentiation.



Resource Sharing Joint Venture: Partners can pool resources, such as capital, infrastructure, and equipment, to achieve economies of scale and reduce costs. This approach is particularly effective when both parties have complementary resources.



Export-Oriented Joint Venture: If the primary goal is to tap into international markets, an export-oriented joint venture can be established. One partner may focus on cultivation, while the other specializes in export logistics and market access.



Cultural and Market Expertise Joint Venture: When entering a new market with specific cultural nuances and preferences, a joint venture with a local partner who understands these factors can be invaluable. The local partner provides cultural and market expertise, while the other partner contributes technology or resources.



Sustainability and Eco-Friendly Joint Venture: Partners can collaborate on an environmentally conscious joint venture, integrating sustainable practices, eco-friendly technologies, and responsible resource management into the cultivation process.



Training and Capacity Building Joint Venture: If there is a need to develop local talent and expertise, the joint venture can include training and capacity-building programs to empower the local workforce with the skills required for successful cultivation.

THANK YOU