



[It was brought up in the meeting of the board of representatives of Isfahan Chamber of Commerce with the Ambassador of India in Iran](#)

A special trade route should be established between Isfahan and India/ Indian businessmen's desire to increase exchanges with Isfahan's economic operators

The president and members of the board of representative of Isfahan Chamber of Commerce, and a group of the heads of economic organizations and economic activists met and discussed with the ambassador of India in Iran in order to expand trade and interaction with this country.

Amir Keshani, the president of the Isfahan Chamber of Commerce, said in this meeting: Isfahan is considered one of the most valuable cities in Iran in terms of history and cultural heritage. Throughout history, followers of different religions have coexisted in Isfahan, where it is known the city of peace. Security and peace are two important issues in the discussion of trade and therefore Isfahan can be a good business partner for India.

He further added: Isfahan is the industrial hub of the country and has a good position in various industries such as steel, textile and dairy products. In the field of construction materials and industries, including stone industry, it has a lot to offer. In addition to these, it has high capacities in the field of petrochemical industries and the production of bitumen and petroleum derivatives.

All these cases show that there could be more trade between Isfahan and India. Therefore, it is beneficial to have a special trade and export route be established between Isfahan and India.

Showing the peace and security of Isfahan to the world via the "100 tour-operators event"

Mozhgan Izadi, head of tourism, carpet and handicrafts commission and member of board of representatives of Isfahan Chamber of Commerce, also said in this meeting: In the Isfahan Chamber of Commerce's Women Supreme Council, we are looking to expand the relationship between the economically active women of Iran and India. This relationship has already been established through the Iran-India Friendship Association and the Indian Embassy can help us in strengthening this relationship and holding joint events and tours.

She further added: Tourism is a clean and profitable industry that can play a big role in the economic development of countries. Therefore, due to the high capacities of Isfahan in the field of tourism, the development and prosperity of this industry has been prioritized in the activities of the Isfahan Chamber of Commerce.

In this regard, in March 2025, for the first time in the country, 100 tour operators from around the globe are arranged to gather in Isfahan.

In addition to introducing the tourist attractions and infrastructure of Isfahan, the main purpose of holding this event is to show the peace and security of Isfahan to the world and fight against Iran-phobia. So far, the planning of this event has been done and invitations have been sent to Iranian embassies around the globe to invite tour operators to attend the event. Therefore, the Indian Embassy can also help us in inviting prominent Indian tour operators to participate in this event.

The need to eliminate intermediaries and direct communication between Iranian and Indian businessmen

Vahid Dezfouli, head of the Agriculture and Related Industries Commission and a member of the board of representatives of Isfahan Chamber of Commerce, also emphasized in this meeting: India is very strong in the field of agriculture and the export of Indian agricultural products such as rice and tea to Iran has a long history. On the other hand, Iranian agricultural products such as almonds, saffron and red apples have also been able to find a room in the Indian market.

He further stated: Due to the lack of information and the ignorance of the businessmen of both countries, the role of middlemen and brokers in the trade between Iran and India has been increased, creating price and quality issues in trade interactions.

Our request from the Indian embassy is to introduce the main importers of agricultural products, especially red apples, so that we can introduce the main exporters. India, too, has also performed very well in the field of producing toxicants and fertilizers which are needed in Iran. We can help in establishing this relationship by holding bilateral meetings and holding business tours in both sides.

Isfahan's readiness to improve the trade between Iran and India

Mohammad Reza Golahmmad, Chairman of the Corporate Social Responsibility Commission and a member of the board of representatives of Isfahan Chamber of Commerce, said: "The presence of the Indian ambassador accompanied by the embassy's economic advisors in this meeting is a good happening. We are willing and ready to improve the amount of trade between Iran and India

He further added: In order to expand the trade between Isfahan and India, we can hold in-person meetings between the business counterparts from both countries. In Isfahan we have the largest youth council of businessmen in the country and we are in contact with Indian Junior Chamber International (JCI), the capacity which can be of a benefit in improving the business relations.

Also, the country's largest science and technology park operates in Isfahan, which can provide good services in the field of knowledge-

based industries. On the other hand, India is very active in the field of technology and renewable energy, the experiences and services of which can be of benefit to Iran. For example, in the current situation, our country needs solar energy, and holding a joint meeting with activists in this field in India can be a good opportunity to start cooperation.

Proposal to form a joint chamber between Isfahan and India

Indian ambassador in Tehran, Rudra Gaurav Shrest, also said during the meeting: Isfahan has a special place in the history and upholding of Iran's economy. Before I came to Iran, I was suggested to visit Isfahan as one of the most beautiful cities in the world. When I came, I realized that the beauty of Isfahan is beyond what I heard. Isfahan is one of the few cities in the world that excels both in terms of history and tourism as well as in terms of industry and economy.

He further added: India is the fifth largest economy in the world and will soon become the third economy. Now the value of Indian economy is 4 trillion dollars, which is expected to reach 8 trillion dollars in the future. Iran's share of the Indian market is very small and is around two billion dollars.

In addition to the legal trade route and the trade statistics of 2 billion dollars, trade also takes place from other routes, and the total trade between Iran and India reaches 4.5 billion dollars, which is still a small share. Iran and India are among the populous countries in the world and from this point of view, there are many opportunities for developing cooperation. In terms of production, the two countries can complement each other and the proximity of geographical distance can also help this business.

The Indian ambassador also stated: One of the reasons for the lack of trade is the lack of awareness among the people and businessmen of the two countries. In many countries of the region and the Persian Gulf, there are many Indian workers and immigrants that is a good source of information and understanding between India and those countries.

There is a need to create a mechanism and process for information exchange. Chambers of Commerce of Iran and India can play an important role in this field and participate in joint meetings, exhibitions and conferences. We propose to create a joint chamber between Isfahan and India so that this relationship becomes long-term and regular.

India needs special agricultural products such as nuts and fruits, and Iran can be one of the suppliers of these products in the Indian market. Also, there is a great demand in India for mineral products, and Isfahan is one of the main sources of minerals in Iran. There are many fields of cooperation in the field of knowledge-based industries and IT too.

The ambassador also said about the development of tourism between Isfahan and India: tourism in India has prospered due to economic growth in recent years, and for example, nearly two million Indian tourists have traveled to Thailand in one year. This is despite the fact that only about 10,000 Indian tourists came to Iran last year.

Iran and India have many points in common culturally and linguistically, and therefore there are many areas for the development of tourism between the two countries. In the meantime, Isfahan is the jewel of Iranian tourism, and every tour to Iran should include Isfahan.

Emphasizing the need to expand relations and cooperation between Isfahan and India, he added: We suggest that the Isfahan-India Friendship Association be established as a subset of the Iran-India Friendship Association. Also, the High Council of Women of Isfahan Chamber of Commerce can also be connected with the women's councils of India and hold joint meetings. In the meantime, the Indian Embassy has also considered educational scholarships for Iranians, especially economically active women, who can use it.

Referring to the event of 100 tour-operators of the world in half-of-the-world, the Indian ambassador in Tehran said: Due to the false information and propaganda of the western media against Iran, there correct and proper knowledge of Iran in other societies, and holding such events can create a correct image of Iran. We strive to bring the best Indian tour operators to the event to gain better recognition.

Half of India's population is young and under 25 years old, and the capacity of social networks can be used to promote Isfahan tourism. For this purpose, it is better to invite popular and well-known Indian people who have many followers in social networks to Isfahan. Also, the production of joint cultural products between the artists of Isfahan and India can be useful for the promotion of this city.