



## Production and Export are the main priorities

Masood Golshirazi, the president of Esfahan Chamber of Commerce, Industries, Mines and Agriculture (ECCIMA), in this meeting, pointed on export as the main issue and explained that, in despite of the presence of 10,000 active industrial and manufacturing units, there are just a few export management companies are established in Esfahan

He added, Isfahan export companies are facing difficulties and expect the Iranian Trade Development Organization to support them and solve their problems. He described the textile industry as the oldest industry in Isfahan and stated that in addition to production, the industry faces export challenges, a point which should be taken into consideration

Mr. Golshirazi said that the development of exports is a necessity for the development of the economy of the province and this matter can be achieved by the engagement of the relevant experts. He emphasized on the importance of branding along with other issues related to the exporters in order for enhancing the province's exports conditions

Hamid Zadboum, the head of Iran Trade Promotion Organization said that exporting to neighbor countries is the top priority of this organization and for this reason, most of the intended export incentives are reserved for the companies which export to those countries. The head of the TPO claimed that, one of the hostile plans to weaken the Iranian economy is the removal of Iranian companies from the world markets, especially the neighbor countries, so, in such conditions we should increase our business activities within the regional markets. He further stated that the export of low quality goods has a negative effect on the country's exports revenue and one of the ways to prevent the export of these goods is concentrating on branding, the point which the exporting companies of the country should plan for it