

## **IS POSSIBLE TO DO BUSINESS WITH IRAN AT THE TIME BEING ?**

### **PREFACE :**

This is question which is present in principally to all companies and offices in Slovenia and other countries on the World. Hearing name IRAN is enough to to be apprehensive of terrorism, bombing, demonstration and other dangerousness which are presented to people through the medium. Just open television, radio, news paper and other journals and you will get complete wrong information about Iran, about Iranian population and Iranian business field. They are instructed to create the program and contents of record in the way, which are in requirement from World leader states. Why such a pressure to this nice country and people ? It is clear to all even simple resident on the World that Iran is very rich country. Rich in many fields from history, military force, being fourth on the World with the oil on the stock, second place with gas, underworld is full of different ore etc. In short Iran is leader in Middle East and this is not possible, because leader can be just USA and all who are with them. This is the main reason why we face today US sanction, problems with doing business with Iran, doing clear and regular business and even this is not legally possible.

### **SANCTION:**

Iran is facing today with several UN and USA sanction decrees which are treated in Europe from state to state different. There is no unity and each state is acting according his internal system. The same is in the field of the Bank. Some Bank still work with Iran, other closed door completely. Do sanction effecting to Iranian government and make them more docility, what was the main idea of World leader states? Who feel in Iran sanctions? Is this really a way how to co-ordinate between states? According my idea absolutely no ! Yes, sanction have negative effect on simple and poor Iranian population which have no relation with politics and international position. They feel higher prices, missing items and facing harder life. In smaller size problems enter into Iranian economy, manufacturing industry and business section. Mainly all items are in black list or treated as dual use. But this does not mean Iranian industry is stopped, business is cutted etc. No, Iranian are special people and

fighter and always find the way how to solve the problems. Biggest states in Europe actually stop business with Iran, because they have such a instruction from their governments. Now is the time for smaller companies and offices to enter into the scene and help Iranian industry to survive this situation.

#### **HOW IS IN SLOVENIA ?**

Slovenia have to follow European instruction and instruction of UN. The difference between Slovenia and other bigger countries is this that there is no strict demand to cut business relation with Iran. Any how who ever is today dealing with Iran, face with difficulty on the customs, where all cargo are under the special supervision. If material is on black list, no way to export, or if we have part with dual use, the procedure is to long and take a lot of activity. Slovenian business sector know that covering just Slovenian market is not future. In Europe the competition and rivalry are on top level, so what remain to companies other than go to Middle East. Many companies afraid to think about business with Iran, because of wrong information about Iranian market and real position in state. Who ever is progresive and who have high technology is moust welcome to Iran. The same has been announced by Chamber of Commerce Slovenia, during foreign Minister of Iran visited Slovenia some months ago. President of Chamber of Slovenia and other Slovenian politics invite Slovenian companies to work with Iranian industry, but on the same time we are blocked when wish to work. Problems in Bank, we can not get payment, no leter of credit, problem in custom etc. So, we have on one site invitation and on second site forbidden to work with Iran. What now ? To wait that our goverment will change their mining, wait untill sanction will be over or what ? There is only one way, lets find the way and continue to work with Iran and solve our position and help Iranian normal industry. We are dealing in clean field and we can show to any body that normal business no one can block. We are business maker not politician and if we don't tuch politics, we do not let any body to stop our business.

#### **INVITATION TO WORK WITH IRAN :**

With full authority we invite all Slovenian companies who have products interested and needed in Iranian market, companies which have high class and high tech technology, inovative products and if they are ready to share this with Iranian industry, to contact Iranian Embassy in

Ljubljana where they will do their best to help you and give you full instruction and service for entering into Iranian market. To provide the business with Iran is complicated but possible.

**PROPOSALS :**

1. Despite sanction, we invite Slovenian companies to work with Iran and create new and safe future in Iranian market. At the time being Iran need business relations with companies from abroad, which have interest and knowledge to share with them.

2. Slovenian companies shall not listen Tv and other medium, but ask about possibility those institutions and individuals who are acquainted with real situation in Iranian business market. Dealing with Iran in this hard time is ticket for long term co-operation in future.

3. Who ever is ready to start business with Iran, have to switch of Slovenian and European system of doing business. To reach success you have to know many things about Iran, about Iranian history, business, economy situation, currency level, buying power of Iranian potential customers, which quality level is accepted in Iran, statement of local manufacturing etc. Usually this we can not expect from some one who is going to deal with Iran for first time. That for we are here to help. All the time our doors are open for informing you, to give you advice and service.

4. Very important is first meeting, first idea and first step for starting to work with Iran. Chamber of commerce in Slovenia is inviting all the time Iranian business delegation to Ljubljana, having collective meeting, presented to the delegation video about nature of Slovenia, ( Bled, Lipica, Postojnska jama ...) statistic data... After this turistic presentation to the business and politic mans, Slovenian and Iranian companies representative have 15 minutes time to introduce them self and sign an agreement ! All is finish within two hours with tiredness of speaking, introducing and reproduction, having in your pocket new 20 business cards and dinner is ready. Now both delegation hope to do a business ! Forget !!!

5. In Slovenia some time ago also Business club between Iran and Slovenia were established. This is good and very welcome for doing

business, because meaning of such a club is different of meaning of politician and state interference. But in our situation they have placed for president of this club president of Chamber of commerce of Slovenia. This is an mistake. How such a president who does know Iran, have no idea how to do a business in Iran, thinking Slovenia way to do a business how he can lead the club? Not possible !!! Club is institute for born the business between two states. If one state from them are Iran, no other can lead the club than persone who know Iran, who think Iranian and have long term experience in this field. We don't need club just for satisfy our and Iranian industry. We need efect ! This is the reason I am not member and not present in this club.

6. How I see the future to keep bussy Slovenian and Iranian business and achievement of common results ? Business club is fine, but main seat must be on Iranian embassy in Slovenia, this is first consideration. The president must be a persone who feel Iran, know Iran in details, have experience and who is trustworthy, but not Iranian citizen. Iranian citizen are very welcome as member of such a club. If club is in Slovenia, president must be Slovenian ! Next important is the way of introducing Iranian and Slovenian Industry. Iranian party ( Ministry, Iranian Chamber of commerce, Slovenian embassy in Iran and others ) introduce Iranian potential companies which wish to work with Slovenian and we find a number of Slovenian companies wish to enter into Iranian market. Important is to start introduction by e- mails, fax and phone. Club is here to assist to every one who such a assistance need. What we have, what we need, what can be part of agreement, how to meet D point of common interest etc., All this must be as preliminary job done with out visit and travel. Now we have many pairs of companies which are ready to start co-operation. No sooner, just now delegation with enrichment of Chamber of commerce of Iran and others shall travel to Slovenia. After arrival just short welcome meeting in Embassy, CD with statistic data, economic positions and commercial data will be handing over and meeting is closed. All Iranian business mans have his own Slovenian potential partner waiting for him and bring him to his company, office etc. They shall have meeting together with no limited time, visiting production, warehouse etc. Slovenian company is responsible to treat Iranian guest to a good dinner, and spend club budget. If necessary the day after action can be recapitulate. On the end again a short good-bye

meeting where in short companies present results of meetings with potential partners. In the mean time, when business delegation have individual meeting in Slovenian companies we have meeting with high placed delegation members, discussing about organization of business, exchange important news and experience and it is our term to offer them nice Slovenian dinners. This is in general procedure which have to bring results. After we are again here to co-ordinate the new business relation, giving new instruction, new info about present situation, lead the business in the way to reach goals ! Once per month business club shall have co-ordinative meeting with all members and also a conference designed to new companies which show the interest for entering into Iranian amrket of companies which need some material from Iran.

7. In case my idea about business club is not accepted ,nevertheless we can have conferences in Iranian embassy, presenting Slovenian business market that steel is possible to work with Iran, and they are very welcome. We can offer to the manual how to work with Iran written by me, we can offer to the Slovenian Iranian dictionary which will be finish in this month, we shall inform how to work and how to succeed in iranian market. I am ready for this option to help on the base free of charge

Regards,

Eng. Franc Lenhart

Manager of Proming Group Ltd.

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