

Kheirianpour: Mazandaran's capabilities will be displayed in 123 pavilions

The capabilities of the northern Iranian Province of Mazandaran in the fields of agriculture, mining and industry, tourism and production of handicrafts will be displayed in 123 pavilions in the first international exhibition of Mazandaran's exporting capabilities, said a provincial official.

Hassan Kheirianpour, the deputy governor general of Mazandaran Province for coordination of economic affairs and development of resources, added pursuing a more active economy-based diplomacy is a necessity.

He noted that, "Thus, we should focus on our products and increasing the resistance of domestic economy on one hand and preparing the ground appropriately for boosting production, exports and investment on the other."

To achieve these goals, and as stressed by Governor General of Mazandaran Province Ahmad Hosseinzadegan, the province can perform a trans-provincial, and even a transnational, function given its position, opportunities and actual and potential capacities, Kheirianpour said.

He noted that being home to three

active ports and three active airports, being connected to the nationwide railroad and production of important items in the province make it an obligation for us to move toward boosting exports.

commerce, a number of businessmen as well as foreign ambassadors and commercial attachés to Iran will participate.

As coordinated with domestic private sector's businessmen, the province's capabilities in the fields of agriculture, mining and industry, tourism, handicrafts production, services and exports will be showcased in the expo, he said.

Commenting on the Conference on Mazandaran's Trade and Investment Opportunities, which will be held concurrently with the other two events, he noted that it is aimed at presenting the province's investment opportunities.

Kheirianpour said a package of 228 investment opportunities has, so far, been put together to be presented to domestic and foreign funders in the

conference. Four expert panels will be set up in the conference under the titles of 'Industry and Mining', 'Infrastructure and Energy', 'Agriculture and Tourism and Handicrafts', which will provide investors with the opportunity to hold bilateral negotiations.



Kheirianpour added the exhibition on the province's exporting capabilities will be held concurrently with the 18th meeting of the International Council for Business Cooperation (ICBC) of Chambers of Commerce and Industry of the Caspian Sea region, in which heads of chambers of

Mohajer-Darabi:

Twenty foreign envoys invited to participate in 18th ICBC meeting

A total of 20 foreign ambassadors to Iran from neighboring states and members of the International Council for Business Cooperation (ICBC) of Chambers of Commerce and Industry of the Caspian Sea region have been invited to attend the 18th edition of the ICBC meeting and visit the first international exhibition of Mazandaran's (northern Iran) exporting capabilities, said the head of Mazandaran Chamber of Commerce, Industries, Mines and Agriculture. Abdollah Mohajer-Darabi added the ICBC was established 23 years ago to promote constructive interactions between the member states, help them increase their knowledge of each other's capabilities and capacities and remove obstacles to exports and trade interactions among the members.

"This is the first time that Mazandaran Province will host the meeting."

He described the holding of this meeting as a very dynamic economic move, which can benefit the Caspian Sea littoral states, adding Mazandaran, as a province connected to the Caspian Sea, has definitely been and will be impacted by the event.



Mohajer-Darabi said on the sidelines of the meeting, two other events will be held in the province: 1. The Conference on Mazandaran's Trade and Investment Opportunities and 2. The first international exhibition of Mazandaran's exporting capabilities on June 10 and 11 which complement each other.

"In the past 17 editions of the meeting, we have been

successful in some cases and aspects and failed to achieve success in many other ones. Of course, being unsuccessful does not mean that the meeting has not been on the right path, but that we have been faced with shortages and limitations and under sanctions, which required the public sector to further accompany the private sector. However, the [Iranian] government was also faced with

limitations, which eventually slowed or, on occasions, suspended the process of performing economic activities." He said the three events carry a positive message: "That we should move toward presenting our capabilities and encouraging interested individuals in making investment in the province by increasing their motivation and willingness."



Caspian Food Industry Companies Group biggest producer of edible mushroom in northern Iran

Caspian Food Industry Companies Group, comprising production units in Babol Kenar (northern Iranian province of Mazandaran) and Juybar (Mazandaran Province) industrial townships, is the biggest industrial producer of edible mushrooms in northern Iran with an annual output of 1,000 tons.

The complex employs modern technologies for industrial production of edible mushrooms and has a 120-member staff. It produces raw and processed edible mushrooms.



The group uses high quality equipment to produce products with excellent quality. The complex's products include sliced and unsliced button mushrooms in packages of different weights. It also sells edible mushrooms with different qualities in bulk. The company's other products include baby mushroom, canned mushroom, blanched mushroom, pickled mushroom, mushroom jam and mushroom powder, which are sent to market under the brand names 'Caspian', 'Zhanet', and 'Javaneh'.



The group is the only complex in northern Iran and among the few producers of the product across the country that meet acceptable standards, have packaging license and have received 'Health Apple' certificate – a health license granted by the Food and Drug Administration of the Islamic Republic of Iran. The complex's products meet the highest health and technical standards.

In addition to selling raw mushrooms, the group is also a pioneer in selling processed products to leading Iranian factories involved in the production of meat and protein-based products as well as canned food. Among the customers of the complex are Iranian companies such as Kalleh, Solio Group, Delpazir, Behrouz, Delveshi, Yek and Yek Group, Majid, Zoshk, Urum Ada and Beryoun.

Supplying raw materials for edible mushroom production

Given the demand of the country's other traditional and industrial producers for raw materials, such as compost and casing soil, Caspian Mushroom Production Group, a major producer of these

two products in Iran, supplies such items, with high quality and at reasonable prices, to domestic customers through its representative offices across the country.

In addition, given that the complex has launched its first specialized casing soil production line, it supplies other domestic producers of edible mushrooms with the product at a fair price and with exceptional quality.

Casing soil production unit

Given that casing soil is among the main requirements for mushroom production, in 2015, Caspian Mushroom Production Group launched the first stand-

ard casing soil production unit in Mazandaran Province.

This unit has an annual production capacity of 5,000 cubic meters of casing soil. Its casing soil has high quality, undergoes standard pasteurization process and is supplied to the mushroom production units of the complex and other producers of the country at a reasonable price and under the brand name 'Caspian'.

R&D unit

In this unit, soils extracted from different mines are mixed together in different desired proportions and, given the com-



plex's several-year-old rich compost reserves, casing soil with an appropriate structure is produced, which is supplied to the customers and domestic producers of edible mushrooms.

Mushroom bourse

In addition to producing and selling products, Caspian Mushroom Production Group purchases and sells products of other domestic traditional and industrial production units. To this end, the first center for selling and purchasing mushrooms – known as mushroom bourse – in northern Iran was launched in August 2016. It is northern Iran's biggest center for trading mushrooms.

The center helps domestic traditional and industrial producers to offer their products on the mushroom store bourse without any concerns about market demand and conditions, pricing issues and distribution quality. On the other hand, the center enables domestic sellers and distributors of edible button mushroom to purchase their needed product without having to carry marginal costs, such as those of transportation, and worrying about the quality and sell it in the market.

Foreign and domestic trade

Today, the issue of research and development (R&D) is among



the most important pillars of progress and development in different production and processing units involved in agricultural and industrial sectors. Thus, given the importance of the issue, the Caspian Food Industry Companies Group has, since the beginning of the year to March 2017, launched its R&D unit. This complex has an agriculture and food industry laboratory and constantly provides its other units, such as those of production, packaging, trade and sales, processing industries and management, with the results of the researches and experiments conducted in the R&D unit.

Foreign and domestic trade

Pooyan Mehr Rwin Company, as a subsidiary of the Caspian Food Industry Companies Group involved in the field of commerce and sales, in addition to selling mushroom to customers and distributors directly at farms, has launched an exclusive edible mushroom distribution network in the region. Currently, a part of the products produced by the complex and its subsidiaries is distributed in the domestic market directly through this network.

In addition, the complex has signed supply contracts with a number of leading chain stores in northern Iranian provinces and Tehran and, thus, its products, under the brand names 'Caspian' and 'Zhanet', are available to customers at chain stores in Tehran, Mazandaran, Golestan and Semnan provinces.

In addition to the domestic sales of the products, international marketing and exports of the products of the complex and its subsidiaries are also on Pooyan Mehr Rwin Company's agenda. At present, a part of the complex's products is exported to neighboring countries, such as Iraq. Effective planning is underway by the complex to export edible mushrooms to Russia, the UAE, Qatar, Oman, Afghanistan, Azerbaijan and Armenia.

Contact us

For further information, those interested in cooperation can contact us through the website address: www.pmrwin.com or the phone number: (+98) 011-35085.