



وزارت فرهنگ، میراث و گردشگری  
جمهوری اسلامی ایران  
ISFAHAN EXHIBITION



خانه خلاق و نوآوری  
آفتاب



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وزارت دفاع  
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Cafel Holding  
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CCOCCATAS

# 2022 IITE

## 12<sup>th</sup> Isfahan International Tourism & Handicrafts Exhibition

29sep-3oct2022



### IITE 2022

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## IITE A to Z

### IITE2022 is coming...

12th Isfahan International Tourism and Handicrafts Exhibition (IITE) as a showcase of Isfahan honors in the "Grand Isfahan Provincial 2022" Project, aiming to develop tourism, synergy and defining new benefits in increasing the residential schemes, accommodation, will be held at the new permanent site of Isfahan International Exhibitions for 6 days (2022-9-29 till 2022-10-03); i.e., it will be the link between pure Iranian art and worldwide peace.

This exhibition with world standards is ready to provide a fully equipped modern fairground boasting 470000 square meters of exhibition space and more than 17000 sqm of indoor space, more than 7000 sqm of booth space and more than 20,000 sqm of outdoor exhibition space.

One of the special amenities of exhibition is a large parking area that involve 18,000 car parking space for exhibitors and visitors.



### Participants in IITE2022

Hotels, Tours, Tourist & Resort Complexes, Various Types of Tourism, Restaurants, Coffee Shops, Catering & Tourism Reception Centers, Hotel Equipment & Supplies, Crafts & Souvenir Manufacturers & Suppliers, Universities, Scientific research Centers, specialized magazines and periodicals, NGOs, tourism companies, insurance and banks, tribal black tents, local and traditional cuisine, ethnic costumes, ethnic music, are part of Iran's many tourism and crafts capacities at the IITE2022 exhibition. Investment Companies| Tourism Sites| Hoteling, Hospitals & Health Tourism Centers Equipment| Tourism Services Companies| Tour Guides & leaders| Airlines| Transport Companies (Air, Ground, Rail, Maritime & Freight) | Tourism startups and online booking software



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### **IITE 2022 as an Important International Event**

In the third millennium, tourism has emerged as one of the most peaceful economic activities in the world that, besides economic benefits, creates deep cultural links between religions and countries, leading to the dialogue of civilizations and Religions. Identification and Documentation of Unknown Tourism Capacities in Three Areas of Historical, Cultural and Religious Attractions, Intangible and Natural Heritage such as Wetlands, Waterfalls, Fountains, and Valleys of Target Tourism Villages, Rites Identified in National Tourism Calendar and Iranian Calendar are in spotlights of attention. Many tourism projects can be attracted and operationalized with the indicators of investment attractiveness, dynamism, openness, and ecotourism. UNESCO has also valued many of Iran's religious rituals and cultural programs and has recorded it as a tangible and intangible World Heritage. The IITE exhibition aims to develop tourism, synergize and define new advantages in enhancing the accommodation, and reception of tourists and the link between pure Iranian art and world peace and always calls for global prosperity, peace, and security.





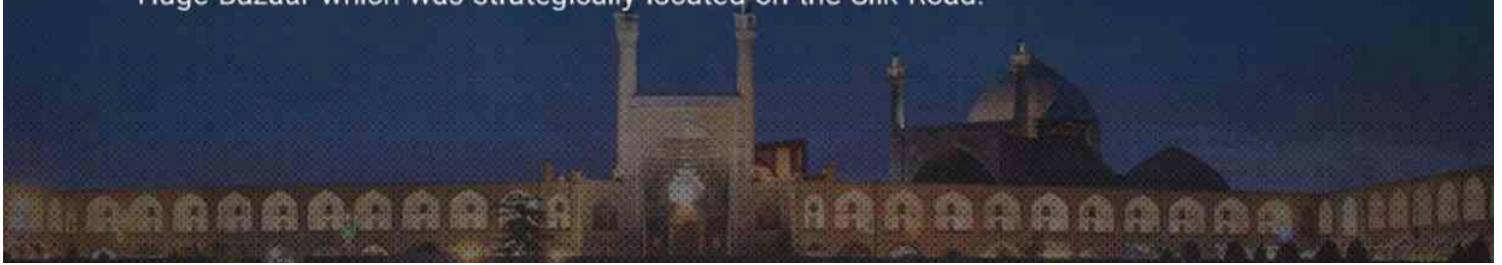
## Esfahan; the never-ending glory

As the Persians call it "Nesf-e-Jahan", meaning "Half the World", Isfahan, is Persia's third largest city after Tehran and Mashad. Being an ancient province and old city in central Iran, Isfahan has served as one of the most important urban centers on the Iranian Plateau since ancient times and has gained, over centuries of urbanization, many significant monuments. A number of Isfahan's monuments have been designated by UNESCO as world heritage sites. The city was once the largest in the world and flourished between 1050 and 1722 under Safavid dynasty. Nevertheless, it has retained some of its past glory including Persian-Islamic Architecture. Isfahan is also known for the production of the Persian rug and Beryouni dish and for its music and sports.



The main sights of Isfahan include AtiqJameh Mosque, Bazar-e Bozorg, Imam Square, Imam Mosque, Sheikh Lotfollah Mosque, and etc

communities like Christians, Jews, Zoroastrians are as well as the other religions. Moreover, the presence of historical monuments in the city documents its history and the lives of Muslims and other religions alongside one another. The city's splendor began with the reign of the Safavid ruler Shah Abbas I (r. 1587-1629), who made Isfahan his capital and built the Huge Bazaar which was strategically located on the Silk Road.





## Isfahan's honors

- 1st place in tangible and intangible registered heritage in world heritage list (7 tangible and 12 intangible works)
- Labeling Isfahan as "World City of Crafts" according to world crafts council.
- Existence of 199 registered crafts in Isfahan province.
- Existence of 22000 historical monuments in Isfahan province.
- 2nd cultural and civil capital of Islamic World in 2000.
- Cultural and civil capital of Islamic Iran.
- Member of creative cities of UNESCO.
- 1st place in achieving the most international grades due to best quality of crafts from UNESCO (399 products).
- 1st universal place according to number and diversity of crafts.
- 1st place in country according to traditional residences (422 active residences).
- 1st place in country in achieving international Meher\_E Esalat grade (115 works).
- 1st place in country in utilisation of tourism areas (8 active tourism areas).
- Achieving national geographical grade in 8 fields of crafts.
- Achieving international geographical grade (Isfahan Mina).
- Registering 44 fields of crafts in intangible heritage list.
- Registering 1936 historical works in national list.



**Handicrafts at IITE2022**

Crafts are one of the honors of every nation and country. Traditional handicrafts are the national art collection of each country, expressing a deep and substantial connection to customs, traditions and the social culture. Crafts are among the cultural and artistic heritage that has been passed down through the centuries to future generations.

Isfahan is labeled as the world city of crafts in accordance to the world's crafts council. Isfahan province is proud of having 199 registered fields of crafts. IITE2020 exhibition is the best time and place to make and reinforce a connection with this wide cultural sea.

All accepted products in this exhibition have national registration or UNESCO seal of authenticity that are available in the booths; Moreover, handicrafts of tourism target countries are offered alongside Iranian handicrafts. Iranian gifts are inexpensive, yet unforgettable souvenirs. The magnificence of Persian carpets, the finest works of art produced in Iran, is world-famous.



Meanwhile, Iran's traditional arts are also flourishing and everywhere different ethnic groups are busy creating beauties of their own.

Gelims and jajims are merely two examples among the myriad scores of traditional Iranian textiles. Other examples of Iranian traditional arts include pottery items masterfully ornamented by talented ladies, polychrome glassware, inlaid and tessellated wood panels, block-printed cloth, various objects made of wood, stone or metal, colorful fabrics, and garments made of different fibers.

Other gifts to take back home are countless types of Iranian pastry, confectionery, and dried nuts. Specifically delicious among them are Ājil, gaz, sohān, pesteh (pistachio), bādām (almond), qā'oot, angosht-peech, bāqlavā, and qottāb, the local specialties whose tastes you will remember.





**Persian engraving (ghalam-zani)**



**Turquoise Inlaying  
(Firoozeh-Koobi)**



**Persian Enameling  
(Mina-kari)**



**Persian Enameling  
(Mina-kari)**



**Traditional Texture**





**IITE2022 Beauties:**

**National Festival of Iranian Ethnicities**

The National Festival of Iranian Ethnicities with the Participation of Tribes and Ethnicities of the 31 Provinces of the Country from July 21 to July 26 at the Isfahan International Exhibition Complex Iranian tourism is held simultaneously with the 12th Isfahan International Tourism and Handicrafts Exhibition.







## Isfahan Sister Cities

The concept of Sister Cities or Twin Towns can be traced back to the past World War period in Europe when countries and nations ravaged by war sought peace and mutual understanding between cultures, ideas and nationalities. The first known sister cities in the world are Paderborn, Germany, and Mans, France. Here is a list of Isfahan's sister cities:



Sister Cities are a cultural and business bond between two cities states or even countries for mutual benefits. Isfahan as one of the most beautiful cities in the world and Iran's cultural hub signed her first sister city agreement on May 7, 1989 with the city of Xi' an in China. Since then the city of Isfahan has signed more than 15 sister city relationship agreements with countries from around the world.



## Sub Program Forums at IITE2022

Secretariat of the 12th International Isfahan Tourism and Crafts Fair IITE 2022 in cooperation with the Directorate General of Cultural Heritage, Tourism and Crafts of the Province, Governorate, Islamic City Council, Municipality, Chamber of Commerce, Private Sector Stakeholders, Specialized Tourism and Craft Communities And relevant community associations are planning to hold an international conference on tourism, an international handicrafts conference, the International Festival of Iranian Tribes and Ethnicities, the National Iranian Food Festival and more than 40 Sub program forum and Conference in Tourism, Hoteling, Investment & Handicrafts with the presence of national and international stakeholders in this field while holding the exhibition from 21 to 26 July of 2022.





## Tourism & its benefits

In the 3rd millennium, tourism is one of the most peaceful economic activities in the world. Besides economical benefits, tourism brings different religions and countries together and results in deep cultural relations



## Iran at a Glance

- Iran is an ancient country where numerous cultures have come into being and where different cultures and religions live alongside each other. As can be seen, from yesterday to today, the co-existence of fire temples, churches, synagogues, and mosques demonstrates that Iran is a country where the East and the West have become neighbours. This great diversity makes Iran an attractive and picturesque land in which every visitor can find his own subject of interest. That is why tourists who travel to Iran can find and enjoy all sorts of attraction they might have sought separately in Iran
- Iran is the land of four seasons, history, culture, souvenir, and authenticity. This is not a tourism slogan, but this is the reality inferred from the experience of visitors who have been impressed by Iran's beauties and amazing attractions. That is to say, what has made Iran a treasury of tangible and intangible heritage is the antiquity and richness of its culture and civilization, the variety of natural and geographical attractions, the four-season climate, diverse cultural sites in addition to different tribes with varied and fascinating traditions and customs different climates can be found simultaneously in Iran
- Beside that, Iran is the land of souvenirs with a lot of Bazars and traditional markets. It is the origin of handicrafts and has more than two hundred kinds of arts and crafts of which it has attained The UNESCO Seal of Excellence. Therefore, tourists who travel to Iran can enjoy the quality of Iranian handicrafts and taste and smell of local foods and cuisine



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**Brief report of IITE and its achievements in 2019**

**Isfahan International  
Tourism Exhibition (IITE)  
in 2019 at a glance**





## IITE 2019 honors

Holding 57 formal planning meetings in the province

The total number of visitors: 200,000 in four days

Presence of more than 300 guests from non-Iranian investors

The official visit to the pavilions: 50,500 people

Attendance of 86 national and provincial news agencies

Attendance of 158 national and provincial official guests

Attendance of 84 formal foreign guests

Attendance of more than 20 countries in the Exhibition

Attendance of 700 special guests from Iranian investors

Number of pavilions: More than 150 tourism and 170 craft pavilions

Attendance of 31 provinces in pavilion form

Attendance of major tourism complexes of the country as pavilions

Performing traditional ceremonies

Implementation of more than 36 specialized conferences, meetings, and side programs

The overall area of the exhibition: more than 12,000 meters (more than 5,000 meters of pavilions)

### **National Guests:**

The special presence of Dr. Monesan (Minister of Cultural Heritage), Dr. Zarif (Minister of Foreign Affairs), Dr. Jamalnejad Deputy Minister of Interior, Dr. Ansari (Deputy Minister of Foreign Affairs), Dr. Mousavi Foreign Affairs Ministry Spokesman, Dr. Mahmoudian (Deputy Minister of handCrafts), Dr. Rezaei (Governor of Isfahan), Dr. Norouzi (Mayor of Isfahan) and more than 300 special guests at international, national and provincial level

### **International guests:**

Ms. Ghada Hijawi and the accompanying delegation, Mayor Representative of Isfahan Sister Cities, Official Delegations of Spain, Romania, Malaysia, Russia, China, Kuwait, Iraq, Afghanistan, Hungary, Switzerland, Azerbaijan, Uzbekistan, Oman, Cuba, Austria, Pakistan.



Some International guests at IITE 2019

**Mevlut Cavusoglu**

Minister of Foreign Affairs of Turkey



**Nabila Al-Anjari**

CEO advisor of Grand Real Estate  
Projects Company in Kuwait



**Dr. Ghada Hijjawi**

President of the World Crafts  
Council: Asia-Pacific Region

**Russian delegation**



**Bunyard Huseynov**

ambassador of Azerbaijan



**German delegation**

**Noor Hisham Ahmad Dahlan**

Mayor of Kuala Lumpur



## Some National guests at IITE 2019

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**Mohammad Javad Zarif**  
Minister of Foreign Affairs



**Ali Asghar Mounesan**  
Minister Cultural Heritage



**Gholamreza Ansari**  
Iranian Deputy Foreign Minister  
for Economic Affairs



**Pouya Mahmoudian**  
deputy director of the Cultural Heritage

**Mehdi Jamalinejad**  
Deputy Minister of the Interior



**Abbas Rezaei**  
Governor of Isfahan

**Ghodratollah Norouzi**  
Mayor of Isfahan



**Fereydoon Allah Yari**  
Managing director of Isfahan Province  
International Exhibition Co. (IPIECo)



**Masoud Golshirazi**  
Isfahan chamber of commerce, industries  
mines and agriculture president

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Meeting of 'Heads of the Tourism committees metropolitan councils and centers of the province'

The unveiling of the Monar-Jonban monumental structure maquette by the pottery artist and several other works of art during the exhibition

Isfahan Infrastructure sub program forum with an attitude toward 'Grand Project (Isfahan 2020)'

The unveiling of 16 Specialty Handicraft Films (entitled 'Honar-Dastan' 1, 2, 3, 4)

Sub program forum regarding 'Launching Tourism and Crafts Business'

Exhibition news conference attended by more than 60 news agencies and sites

The official opening ceremony of the exhibition

Metropolitan of IRAN meeting

Holding a branding workshop on handicrafts and Logo registration procedures

Meeting on The Great Evolution of Iranian Tourism with Online Public Relations

Sub program forum for utilizing the Embassies Capacities to achieve Improvements in Tourism and Handicrafts of the Country

International sub program forum of the Isfahan Sister Cities mutual opportunities

Sub program forum of 'practical solutions for handicrafts entrance to World Markets'

The unveiling of the comprehensive portal of the World City of Handicrafts Secretariat

International Health Tourism Workshop of IRAN with attendance the Chancellor of Isfahan University of Medical Sciences and his Vice Chancelleries

**Sub  
Forums  
IITE**



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## Program at 2019

Sub program forum on Tourism Leasing and Handicrafts Supporting Plans for Justified Projects (SEMEGA Company)

Holding more than 50, 'B2B meetings' between foreign and domestic investors and exhibitors and managers of investment projects

Launching the first Handicraft House of the province in the exhibition complex (entitled Esfahan Safavi House)

Launching a Handicraft workshop in the top 10 branches with priority for the province (entitled Handicrafts Exhibition with participation of three active and practitioner generations).

Sub program forum on Transport in Tourism

Demonstration of the county's national and world cities/villages capabilities simultaneously during the exhibition (25 cities and villages)

Exhibiting creative capabilities of traditional jewelry activists of Isfahan province

Demonstrating of Exquisite Handicrafts through Isfahan world city of crafts booth

Presenting investment opportunities plan in Naghshe Jahan square

Organizing traditional ceremonies of the Georgian residents of Fereydunshahr

Organizing traditional ceremonies of the Arab tribes of Jarqiyyah

Media coverage of the exhibition at 86 national and provincial news agencies and sites

Launching workshops affiliation to architecture for alluring tourism sector investors

The youth Evening (in Persian: Asrane-Javani): acquaintance with the Terms and Conditions in Tourism and Handicrafts

Honorable Mention (glorification ceremony) of Top Artists in the Province (13 holders of international handicraft badges and standard codification activists)



Overview of IITE 2019 statistics





**Public  
announcements**



Submit English catalogs to  
Embassies of 74 Target Countries



Announcement of Exhibition  
notifications and posters in more  
than 100 tourism associations



Over 500 m<sup>2</sup> of urban advertising in  
the form of billboards and lamp-posts



Generate more than 100 contents and pub-  
lish in over 120 interactive social networking  
media like Instagram, WhatsApp, etc with a  
target audience of 100,000



Publishing posters and exhibition information  
on the dedicated page of tourism activists all  
over the country (at least 10,000 tourism and  
handicraft activists)



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## About Us

### Be good to feel good...

Cafel Economic Group is the Central Secretariat of the Working Group on Sustainable Tourism and Handicrafts Development in 13 central provinces of the country, based on the knowledge and utilization of the country's elite standpoints in the field of tourism, with the formation of the "Professional Federation of Tourism Festivals" tries to introduce and execute up-to-dated standard tourism exhibition in 2018

In this exhibition standard as one of the most crucial bottlenecks in the field of tourism acceptance, defining "Esfahan 2020" as a city of tourism, exhibition of exquisite handicrafts and traditional arts (with UNESCO seal of origin and national registration), interactive model of Attracting International Tourism Focused on Turkey and China, Defining the Model of Tourism and Crafts Policy Council of the Province (Provincial Model with more than 20 Associated Organizations), Presenting 105 Patterns of Tourism Applicable in the Iranian Tourism Market, and Subprogram Forums in the hoteling Field, travel, air and ground transportation services will be unveiled.



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Cultural Heritage, Handicrafts and Tourism Organization of Isfahan.  
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