



Iran has to focus on all areas of exports

The question of exports for Iran which is a leading oil exporter is given much weight when it is looked at from the eyes of those who manage the economy. And, the yardstick to measure the performance of a manager working in a state company is how much impact he or she leaves on efforts meant to push up exports. Corporate efforts to build team spirit together with strong incentives would pay off in the area of economy in general and exports in particular. For Iran Bazaar, it is more than a top priority to reflect the problems the export industry is wrestling with and to focus on what keeps the engine of this industry running as well as to introduce export friendly policies. The following is the viewpoint of the magazine's managing director and editor-in-chief:



Iran, which is rich in natural resources, is one of the wealthiest nations in the Middle East region and the entire world. On the upside, Iran is distinguishable from its fellow regional states in terms of exports of goods. This should be credited to the exports of oil and its hydrocarbon derivatives, gas and processed petrochemical materials, electricity, raw material and processed mining products, steel, water, industrial and agricultural commodities, food items, medicine, and chemical raw material. As for technical-engineering services, Iran enjoys huge potential; a massive number of university graduates in engineering courses are further proof that Iran has much to offer when it comes to exporting.

Another point is that Iran collects money in foreign currencies from limited means, chief among them, the money from selling oil and its derivatives. Export of raw material and mining products too is a source of income for the country. These items which are at times sent abroad in an unprocessed manner fail to earn Iran and its exporters any added value. The export of foodstuffs and industrial machinery together with cars is not that much substantial either. The remaining part of exports which includes hospital, medicinal and technical-engineering services could be somehow remarkable, and investment on them would trigger a hike in Iran's foreign exchange revenues and at the same time generate more jobs, not to mention what it does to upgrade the scientific background of the companies engaged in these areas. To pull off success in measures designed to drive up exports – whether oil, gas, petrochemicals as well as mining and underground items or technical-engineering services – the

government's will is certainly required in the first place. The government should take the initial steps and lay the groundwork for the outflow of goods and services. Later it is expected to pick managers who can properly and efficiently put into force the government's decisions, and act in accordance with short-term and long-term predetermined plans.

Export takes teamwork to be a success story. A team, which has a wide range of executive elements from the highest ranking officials to ordinary state employees in an office, is needed to take care of ways of getting the job done. Each member on the team has to carefully and appropriately play

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their roles and do their parts. In the meantime, the private sector must act in line with government policies and simultaneously make the optimal use of the opportunities offered due to the same policies.

Cabinet members, economy-related ministries, the banking system, insurance companies, export guarantee companies, customs offices, ports, managers of free trade zones, governors-general, those in charge of the nationwide transport network, especially those companies actively engaged in multimodal transportation (via sea, air and land), and finally goods inspection companies should all help the export objectives. Add to this a report any related official is expected to release annually on his or her performance in the field of exports.

No doubt, how effective any given manager performs to help raise exports and how well he or she handles the task according to export plans could be the two standards by which one can assess the showing of that manager.

As an example, a bank chairman should be asked how much loans he or she has offered to the companies that export goods and engineering services. The Institute of Standards & Industrial Research of Iran should face this question: how much have you tried to set standards for goods and raise the industrial knowledge of exporters? This question needs to be put to a governor general: what have you done to increase the volume of exports in your home province, and what is your part in earning foreign currencies and producing jobs (in the country)?

It goes without saying that export incentives the government would provide the exporters with and its struggle to timely pay such encouragements would do much to raise exports and, as a result, reduce unemployment and improve the welfare of people.

Iran Bazaar, the international economic journal, is the sole English language magazine in Iran which focuses on and attaches great significance to the exports of technical-engineering goods and services to target markets worldwide. It has always expressed willingness and readiness to work with those Iranian firms which are keen to make their presence felt in world markets by introducing them to the world and promoting their export items.

Akbar Pourmiri
Managing Director
Iran Bazaar Magazine

